# PRINT LAWYERS CO-OP CO INK.

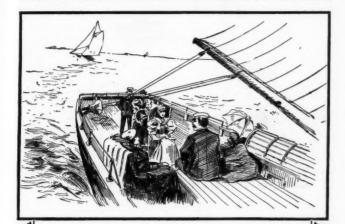
A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST. NEW YORK.

VOL. XV.

NEW YORK, June 24, 1896.

No. 13.



A GOOD SAIL is always enjoyable—a good sale is equally so to the merchant who makes it. Those who do are the ones who let people know where they are, so they can come to buy—the best way is by a good card in the STREET CARS. We can show you how and place you in the right cars.



GEO. KISSAM & CO.

253 Broadway & New York,

\*\*\*\*



### **COUNTRY PEOPLE**

buy largely from advertisements, much more so than do city folk.

#### THE LOCAL WEEKLY IS THE MEDIUM

which has the confidence of the country people. .. .. .. .. ..

... Use it and you reach them.

The 1,600 local papers comprising the Atlantic Coast Lists reach weekly more than one-sixth of all the country readers of the United States.

One order, one electro does the business.
Catalogue for the asking.

### ATLANTIC COAST LISTS

134 Leonard St., New York

### Printers' Ink.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1863.

Vol. XV.

NEW YORK, JUNE 24, 1896.

### ENGLISH ADVERTISING NOTES.

By John C. Graham.

In spite of the fact that a few British rity all over the British Isles. advertisers have obtained a world-wide advertising really means, and they a monotony of type that is positively advertiser, and he seems to have a reverent leaning towards the style of exearly part of the century.

Omitting the few exceptions alluded to above, the English advertising world There is is anything but up to date. one channel, one rut in which all advertisers move, and I believe they would consider it dangerous to get out The best suggestions for booming a business are received by the owner of it with a quiet, self-satisfied smile, and he will tell you placidly that he really doesn't care about so distinguishing himself. He really has no ambition, no push, no energy, none of that hustling, restless spirit so peculiar to our own advertisers.

It cannot be wondered at therefore when I state that no advertising journal could possibly exist long here. The commercial public has not the interest in advertising to induce even advertisers to subscribe a paltry sixty cents a year for an advertising journal. Fame, the London advertising monthly, suspended publication with the February half a crown a year! So it happens dreary monotony of types cause an

that PRINTERS' INK now fills the niche over here, and the Little Schoolmaster is read weekly by the advertising frater-

Mr. F. W. Sears, the London agent celebrity by means of their practical of PRINTERS' INK, is a bright, genial use of printers' ink, it is a deplor- and frank young gentleman, who takes able truth that English merchants gen- a keen delight in talking advertising, erally have but a crude idea of what and is full of admiration for American professors of the art. Mr Sears would despise, or affect to despise, any inno-like to be up to date, and beyond it, vation in display or wording of matter. too, if his surroundings would permit, There is a rigid conservativeness in the but he is handicapped by both adverstyle and setting of all advertisements tisers and newspapers clinging to old traditions and refusing to deviate from painful to the American eye. Almost the beaten path. He conducts a prosanything is good enough for the British perous advertising agency at 108 Fleet street, but admits that he could easily double or treble his business were it pression used by his grandfather in the not for the apathy of advertisers in taking hold of new ideas and the rigorous restrictions of the newspapers against display. Speaking on the latter subject, he told me that the dailies won't even allow an ad set in pica-the only chance for display is to use plenty of white space.

Probably the reason for the newspapers refusing cuts and prohibiting display is their independence. The Daily Telegraph, for instance, which ordinarily consists of twelve pages, has eight of these closely crowded with advertisements-mostly wants, houses to let, sales by auction, etc. To my mind there is not such a thing as a preferred "Top of colposition on any page umn" is no more attractive-looking than the bottom, and "next to reading" looks so much like solid reading itself -by the way the ad is set-that it utterly fails to catch the eye.

There is the one great drawback to all English advertising-the lack of "eye-catchers"-the want of good, atissue, and the representative of Messrs. tractive head-lines that, as in our own Mitchell & Co., the publishers, told me country, will induce people to read that it could not be made to pay al- what follows. The dreary, dry mothough the subscription price was only notony of language and the still more

ads are ever read at all, but, of course, they must be or it would not pay to

continue inserting them.

From what I have been told at the various advertising agencies I do not think it at all likely that English merchants will ever have the "advertising habit " like we have in America. New ideas, however good, are regarded here with suspicion and distrust, and the adoption of any original suggestion is the exception rather than the rule. Altogether it may be truly said that, in the adoption of new methods and matter, the British advertiser is very apathetic, and apparently will continue so unless some wonderful change have done had a long letter been printcomes over him soon. Perhaps the regular reading of PRINTERS' INK will terview by one whose name is used as some day affect that change.

PHYSICIANS' ADVERTISING. By Wm. C. Brinkerhoff, M. D.

The public in the past has looked upon medical advertising from the standpoint of skepticism and doubt; a natura! result of the teachings of many members of the medical profession. The view held by the liberal element of the profession on the subject of medical advertising is the one with which I propose to deal. The question is: Is it well to combine business methods (advertising) with professional

It is essential to the permanent success of one who ventures into medical advertising that he be a man of good repute-honorable in his dealings with Having this first his fellow-men. qualification as a foundation, the next step is to select the medical subject upon which to advertise. Generally speaking, the physician should select a specialty-adhere strictly and absolutely to that specialty-turn all other cases over to brother physicians and in advertising make no unreasonable

It is folly, if one desires to secure the better class of people as patients, to make unreasonable or untrue claims of ability to cure, for by their acumen the intelligent will discover the fraud. Neither is it necessary to run large advertisements filled with testimonial The business man has not the time to read them and the intelligent reader will consider them dubiously. My idea is to state plainly the specialty and method of treatment adopted by uterus or its appendages, a gynecolothe specialist-outline firmly and posi- gist, etc., etc. It is here that the ques-

American to wonder how on earth the tively the advantages of his method give as reference prominent citizens who have been treated, but, under no circumstances, without their permission, closing the advertisement with office hours, location, etc. It is well to state college of graduation for the information of the reader, that he may know the physician's credentials.

The advantage of references in a medical advertisement is two-fold. First, in the fact that they carry as much, if not more, weight with the better class of people than a long letter, and those who are interested or afflicted will seek a personal interview for information, which they would not ed. I think that what is said in an ina reference is much more effective and is more favorably considered than any reproduced letter. The saving of space by the using of references is an item worthy of consideration.

Do not advertise prices of treatment. What the reader of an advertisement desires to know is whether or not his disease can be treated successfully. The medium to be employed must be well considered, for upon it will depend the class of the advertiser's patronage. The cheap, sensational paper will send to a physician's office a cheap list of patients who will not and cannot give themselves the proper attention necessary to a successful termination of their

treatment.

The public and the specialist who advertises are mutually interested in and affected by medical advertising; hence the question of benefits to be given and obtained. The public are the most interested, because it is a matter of health with each individual. When afflicted a man or woman desires care and treatment at the hands of one who has had experience. The fact that the physician has a general knowledge of medicine is not sufficient. The sufferer desires the services of one whose experience has been such as to afford the most assurance of rapid recovery. Business men do not trust their financial matters to novices, neither do we look to students in law for legal decisions. There is no reason why the af-flicted should look to the general practitioner for special treatment. the eye be diseased an oculist should be employed; if the ear, an aurist; if the

tion arises, how to find the oculist, the but will never think of changing. a specialist convey to the public infor- changing. mation of his presence than through means of medical college professorfor advertising purposes. Example: Chicago's medical population of twentysix hundred physicians maintains over eight hundred medical college professorships.

I can no better express the advantage of medical advertising to the public than to quote from a Chicage Tribune editorial of March 27, 1890, as fol-

lows:

The purpose of an advertisement is to bring those who want something in contact with those who have something to dispose of. The physician's advertisement would answer The physician's advertisement would answer the same purpose. The patient wants to be healed. The advertisement would acquaint him with the doctor who could heal him and who had the skill to deal with his special

The advantages to the physician who advertises are easily expressed. He quickly attains professional reputation and financial reward, but, according to the medical code of ethics, he must sacrifice social and professional relations with his brothers in the practice of medicine. However, so long as the sacrifice benefits suffering humanity, discredit does not attend it.

#### HOW TO ADVERTISE AN OFFICE BUILDING.

By H. W. Norman.

In most of the larger cities modern office buildings are being constructed, often in excess of the apparent demand, and while all have had some advertising, very few have been advertised in that systematic manner that a good merchant pursues. The owner of an office building is just as much a merchant as the man that sells hats, and he has to appeal to just the same class of people. He has office space to sell, and he has got to sell it well and quickly, and keep it sold, or he won't naturally as his wife does to Royal be getting all the income from his investment that he should.

To put a small advertisement in the paper and a card in the window is not enough. Lots of men who ought to have good offices, but are now occupy- space. You can say a good deal in two ing rooms in an old building, will read inches, but the same matter set in eight your ad and see your sign every day, inches would get more readers, and

aurist and the gynecologist. It must you get at them right, you'll get them be through having knowledge of such for your tenants, and they make the specialists, and by no better means can best, because they never think of

If you have an office building to fill the columns of a respectable and cred- with good tenants, go about it in this itable newspaper, unless it be by the way: Write a booklet telling all about the building; how it was built, what it ships, which are now used extensively was built of, what made it fire proof. Describe each floor, telling all about the arrangement of offices. Tell about the heat, the light, the ventilation and the sanitary arrangements. Tell about the elevators, how they are worked, how fast they will run and what hours they would be in service. Tell about the vaults and how they were constructed. No item about the building should be too small to put in this book. Then have it printed in the best possible manner. No gymnastics, but just plain black type on good white paper with lots of white border. Something that would look as dignified and substantial as the building itself.

Now make a list of every man that rents an office and mail him a book, If there is a firm, send one to each member. It may seem hard at first to get a list of all the office renters, but a few days' hard work on the city directory will give you all the information you will want. Arrange your list in alphabetical order, and, as you gather information about any man on your list, put it down opposite his name. The information you want is about his business, how much floor space he uses, and how much he pays for it. You may think this is useless work, but it pays. The man that does it will be able to talk office space intelligently and profitably, and he will get the best

of tenants.

Every week mail a neat circular to each man on your list, describing some feature of your building, and telling how much an office will cost. Have them well printed, state some fact each week, never send out the same one twice, mail them regularly, and you'll find that when a man wants to rent an office he'll turn to you just as Baking Powder. If the Sunday paper is the best paper-and if not, use Saturday's-take enough space to talk about your building interestingly. Don't make any mistake about what is enough

readers are what you want, so take pose.

Every man that rents an office knows where your building is and how it looks on the outside. Some may know what the general appearance of the inside is. But few will know of its absolute perfection of detail unless you tell them. Talk about those modern features that mike life a comfort and are not apt to be found in the older office buildings. You can change your ad every week for two years and then not exhaust the subject-if yours is really a modern office building. Lots of men have had their office in the same place for years and years, and have grown old with the building. They are satisfied, because no one has taken the trouble to make them discontented. Go at them with your story of the modern office building and get them discontented. Keep at them with matter that will be interesting, and you'll get them to

There's another class of men who are always ready to leave the old for the new. You'll get them easy if you tell your story right. Railroad companies make the best of tenants-they pay regularly, and use lots of floor space. Go at them strong. Have some matter prepared to show how well your building is adapted to their use. Don't depend upon your circulars to do it all. Go and see them and state your case. It may take time and trouble, but it's worth it all. Remember your money is not giving its full returns until every office is rented and kept rented.

When your building is full, don't stop advertising. Keep at it just the same, but don't say offices to rent if you have none to rent; talk about the building, its construction and convenience. Keep the people wanting your offices, and you'll never have any empty

No doubt there is nothing new about this idea; it's just common sense applied to office building advertising. But the doing of it well is new, and, if you do it right and keep it up, you will get every dollar of income that your investment will warrant.

The foregoing article is largely the-It tells how an office building could be advertised; perhaps effectively, perhaps not. PRINTERS' INK would now like to publish the experiences of somebody who has advertised offices in an office building to some pur-

The more initial difficulties encountered the more interesting the story .- [ED. P. I.

ADVERTISING BICYCLE SUNDRIES.

There are several houses in New York and other large cities that make a specialty of advertising bicycle sundries. To show the extent of bicycle sundries. It o snow the extent of bicycle sundries alone, we refer to the catalogue of one dealer, which is an il-lustrated pamphlet of thirty-eight pages. The truth is, the bicycle is a machine that requires truths, the bicycle is a machine that requires not only care and attention, but many extras, which are called sundries. Among those who have made a specialty of bicycle sundries are Hulbert Bros., New York City. They deal in all kinds of sporting goods, which they advertise. In speaking of the advertising of bicycle sundries, Mr. Hulbert, the junior member of the firm, said to the

writer:
"The demand for bicycle sundries has grown to be quite a trade by itself. We have grown to be quite a trade by itself. We have always made a specialty of these things. Much of our advertising has been in connection with our bicycles. The two go together, and, if you can get a customer to come and look at a wheel, you can usually sell him some one or the other of the sun-

dries

"It does not pay to advertise a large num-ber of sundries at length. There are many things which sell for twenty-five cents, and which are not worth as much space a notice which are not worth as much space a notice and more expensive things. The best way, I find, is to single out one or two articles, which we make prominent. If you can get people to come into your store and

can get people to come into your store and buy one thing, you are likely to have them look at something else which they need. And in many cases the salesman is apt to sell them something they see for the first time. "In advertising bicycle sundries I find it is important to select the right mediums. There are many papers that undoubtedly have a large circulation, but they have brought us no results. There are other pa-pers of a smaller circulation in which an ad-vertisement of ours paid well. The reason is, I think, that the readers of a good quality vertisement of ours paid well. The reason is, I think, that the readers of a good quality paper are people who use and need bicycle equipments and sundries."

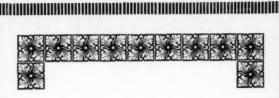
"What mediums do you use mostly for your advertisements?"

"First of all we use the bicycle trade pa-

pers, and also the papers devoted to out-door sports. As a rule, they give us the best re-turns. Next come the daily papers which have a good class of readers. The others we do not touch. We also use a number of outof-town newspapers in the large cities of the State. The returns from these papers have been satisfactory." L. JAMES. been satisfactory." JAMES.

TO CLEAN WINDOWS.

Choose a dull day, or at least a time when the sun is not shining on the window; when the sun shines on the window it causes it to the sun shines on the window it causes it to be dry-streaked, no matter how much it is rubbed. Take a painter's brush and dust them inside and out, washing all the wood-work inside before touching the glass. The latter must be washed simply in warm water diluted with ammonia. Do not use soap. Use a small cloth with a pointed stick to get Ose a small cloth with a pointed stick to get the dust out of the corners; wipe dry with a soft piece of cloth. Do not use linen, as it makes the glass linty when dry. Polish with tissue paper or old newspapers. This can be done in half the time taken where soap is used, and the result will be brighter windows, —Montreal Pharmaceutical Journal.



# If you see it in

# THE SUN

it's so.



### WINDOW DRESSING. By Harry Harman.

The first object of a window display is to attract the attention of the public enough to make them stop to look; then half the battle is won. Windows must be dressed in different ways, according to the locality and the seasons. Decorations that are used in large cities are thrown away in small country towns. In the latter you must use substantial evidence that the goods are for use more than for beauty, practical rather

than simply ornamental.

Window dressing is of great importance to a merchant, whatever business he may be in. An effective display costs great pains and planning, but the time spent in planning and arranging a display is not wasted, as every dealer who pays much attention to his windows will tell you. Beginning with the display I will speak of the show window. You should have plate-glass windows, and they should be scrupulously clean. Have the base of the window low, not more than two feet above the street, so that people cannot pass without seeing your display, if only for a few seconds. Have the window frames and the woodwork nicely painted. Have the window partitioned from the rest of the store so as to exclude dast. Having this partition of wood and a door at one side enables the trimmer to enter, and at the same time it serves the purpose to tack on decorations and not interfere with the display of goods.

The fault with the majority of persons that pay attention to the dressing of their windows is the massing together of too many goods without regard to artistic effect. Some dealers think they must show a sample of every kind and style they have in stock. The dealer who does this is working on a wrong principle, for the fewer goods displayed the better. If you crowd the window, each article loses its individuality, and each line works out

antagonistically to the others.

In order to make your style of displaying effective, you must change your trim often; a week, in my opinion, is about the proper time to leave one display in your window. Remember, when I say change display once a week, I do not mean change position of goods a little, but to change the display entirely—Thursday or Friday being the better days to make changes, as then you have a neat window Sunday, and

Sunday is a great day for the people to get ideas, more especially in smaller towns. Three or four days before a game of baseball, bicycle race, convention or any special occasion is to take place, make your windows to fit the occasion. Dress them in the most artistic manner, and if you have the Brownie figures, display them in the act of playing ball, riding bicycles, etc. A feature is a great assistance in dressing a window, and at certain times, such as Christmas, Easter, Fourth of July, etc. For an occasion like the Fourth of July the entire front of the building should be decorated with the national colors, and the windows dressed appropriate for the occasion.

Price cards put on the goods, and catchy signs hung up in the window above the goods, are of great advantage. Price cards should always be clean and neat, and it is the trimmer's place to change the style of cards occasionally; this is easily done when you know how to handle brush and paint. In fact, most any one can do it by practicing in this line in his leisure

moments.

Large signs of cardboard, say 20x28 inches, in center of window, just above the goods, announcing in plain, bold letters a special sale, or a reduction on a certain line, are a good advertisement, and add greatly to the appearance of a window. If a person is not handy with brush and paint, then the rubber sign markers should be used for lettering price, tickets and showcards.

In conclusion, I will say to the merchant: The principal thing about window dressing-the one thing needful to make successful window trims-is a man who can do it. There are men, who, given everything, even ideas, will make a botch of trimming windows: and there are men who, with very little, will make a show out of that little which will be attractive. So find out which of your men can trim windows and let them do it. Offer a prize for the best window, and so make the men vie with each other to produce the best results, and by so doing you will surely obtain the finest trims possible—Trade Magazine.

#### REPUTATION EASILY EARNED.

Old Lady (to saleswoman)—You don't seem to possess the patience of Job, young woman!

Saleswoman—No, madam; but Job never clerked in a dry goods store.—Profitable Advertising.

## THE OREGONIAN ...

Was established nearly fifty years ago.

#### \*\*\*

It was a metropolitan paper before Portland was a city.

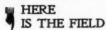
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It has always been in advance of the field in which it is published.



THE OREGONIAN'S BUILDING.
Finest Newspaper Building
West of Chicago.

### Portland is the Metropolis



#### Population:

PORTLAND (OFFICIAL) . . 81,342 PORTLAND'S SUBURBS . 17,800 STATE, OUTSIDE OF PORTLAND (APPROX.) . . . . . . 275,000 WASHINGTON . . 375,000 IDAHO . . . . . . 100,000 WESTERN MONTANA . 90,000 BRITISH COLUMBIA . . 100,000 TOTAL . . . . . . 1.039.142 Of a territory which contains 1,000,000 people.

THE OREGONIAN covers this field. Do advertisers ask for more than this?

E. G. JONES,

IN CHARGE OF ADVERTISING.

The S. C. Beckwith Special Agency,

Sole Eastern Agents,
Tribune Building,
New York.
The Rookery,
Chicago.

# "The Item"

Reaches the

MOST PEOPLE
BEST PEOPLE
MOST CITIES
MOST TOWNS



PHILADELPHIA, June 2, 1896.

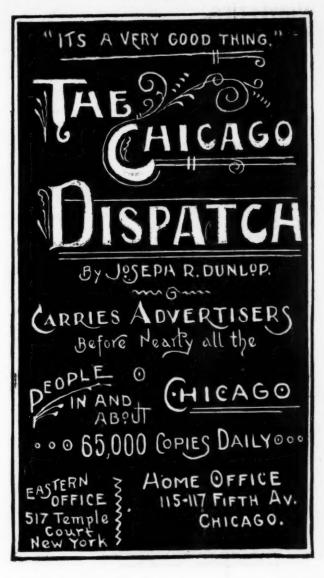
Manager The Item:—As an experiment we inserted the following advertisement in the Personal Column of The Philadelphia Item a number of times:

FREE—An elegant new upright piano for only \$8 monthly; any make; six months' instruction ABSO-LUTELY FREE on same. Send for catalogues. P. O. Box 371, Philadelphia.

The answers we received far exceeded our expectations. We find that The Philadelphia Item reaches: 1st—The most people. 2d—The best people. 3d—The most cities and towns surrounding Philadelphia. 4th—Last, but not least, it reaches just the people we want.

UNITED PIANO SALESMAN, Lock Box 371, Philadelphia, Pa.





# "NOVELTIES, JEWELRY, WEARING APPAREL, HOUSEHOLD UTENSILS."

Do you manufacture an article that everybody wants? Assuming you do, it is evident you are interested in increasing your sales. The rich classes for the most part are not mail order buyers. You must reach the great middle classes. In country towns where the merchants do not have a variety of goods in stock, country people are mail order buyers, Vickery & Hill's List has a circulation not less than one and one-half million copies monthly to country people. Circulation 19,000,000 annually. From three to five persons read each paper. Every minute in the day and evening some one will be studying your advertisement, if it is in Vickery & Hill's List. Many advertisers use our papers and their only reason is, it pays them. Our advertising amounts to from \$12,000 to \$15,000 monthly. This would not be so if our advertisers did not get results. We are soliciting your business, because we think your goods will interest our readers. What do you think?

### VICKERY & HILL CO.,

AUGUSTA, ME.,

or.

401-2-3 Temple Court, New York. 903-4 Boyce Building, Chicago, Ills. 55 Equitable Bldg., Boston, Mass.

C. E. ELLIS, Manager,

# Meeting on a Level!

THE RICH AND THE POOR meet on a level in buying my inks. The price is such that they both can sit down to the same table of success and enjoy the fruits thereof. The small cross-roads printer feels happy in knowing that when he orders a ¼-lb. can of job ink from me he is not compelled to pay a higher price than his city neighbor, who buys much more than he does. It is a material advantage to printers to be able to buy just the quantity of ink needed at the time, and I sell a ¾-lb. can with as much alacrity as I would a five hundred pound barrel.

I sell the finest job inks ever made, and will match any shade under the sun for 25 cents a ¼-lb. can, excepting Fine Carmines, Bronze Reds and Fine Purples, and these I sell in ¼-lb. cans for 50 cents a can.

I sell the finest news ink ever made since the world began in

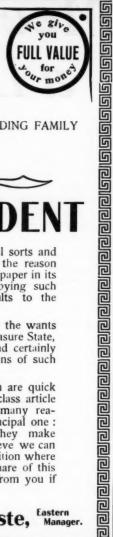
500-pound	Barrel at 4c.	\$20	00
250-pound	Barrel at 41/4c.	11	25
	Keg at 5c.	5	00
	Keg at 516c.	2	75
	Keg at 6c.	1	50

My terms are: Cash with the order. My warranty: That my goods are **BETTER** than can be had elsewhere at any price. My references: More than four (4,000) thousand printers doing business throughout every State and Territory of the American Union except Alaska. I also have some trade in Mexico. Address (with check)

# Printers Ink Jonson, 8 Spruce Street, New York.

#### 

# In Far Montana



THE RECOGNIZED LEADING FAMILY NEWSPAPER IS THE

# HELENA \_\_\_\_ INDEPENDENT

It attracts readers from all sorts and conditions of men, for the reason that it is the best newspaper in its section. A paper occupying such a position means results to the advertiser.

A good article, suitable to the wants of the people of this treasure State, can be most quickly and certainly sold through the columns of such a paper.

The people in this section are quick to respond to any first-class article advertised. There are many reasons for this. The principal one: they have money — they make money easily. We believe we can put your goods in a position where they will gather in a share of this money. Let us hear from you if interested.

38 Park Row, H. D. La Coste, Eastern Manager.

المهم والمراول والمرا

# The World

Daily, - 26,000 Sunday, 31,000



The World

Kansas City

L. V. ASHBAUGH, Manager



A. Frank Richardson

NEW YORK.

LONDON

CHICAGO.



#### ABOUT BICYCLE CATALOGUES. By J. F. Richards.

There are bicycle catalogues and bicycle catalogues, just as there are bicycles and bicycles. In fact, the impression I have gathered from an hour with a pile of catalogues on my desk is that there are more catalogues than there are bicycles. Very few lines of business use such expensive booklets the pile before me they range from six-

and all sorts of ink.

Glory" against a yellow background. combination, and seems, among the styles of the completed bicycle, me, like an oasis in the desert.

Of course, catalogues are issued for one purpose-to sell goods. A catalogue should therefore tell all about pictures of them, and say everything intending purchaser, and should mention the price. All the catalogues the dreary repetitions and weary which are not. platitudes begin to pall on the brain as though some one had originally it in a catalogue, he no sooner gets it to be censured on this point. rival grabs it and uses it as his own.

They each describe a particular wheel, and tell all about its construction and wearing qualities, and its price-but they all egree on one point. Each catalogue says that the wheel it describes is the best, and that all others

are poor imitators.

As far as efficacy and selling power are concerned, I think that the Majestic, Spalding, Columbia and Liberty catalogues are all good. The manufactas do the bicycle manufacturers. In urers are sensible in using large type, and putting few facts on each page. teen-page pamphlets up to books of Of the three I give the palm to the from fifty to sixty pages, eight by ten Liberty catalogue. The inside correinches in size. They are printed on sponds to the cover, which I have deall sorts of paper, in all sorts of type scribed. The arguments are put forward in twelve-point Jenson old style, A catalogue is merely a salesman, with a handsomely colored heading to and it should therefore be made an at- each page, and the book is bountifully tractive salesman. Some bicycle man- supplied with well executed illustraufacturers seem to recognize this, and tions of parts of the wheel, showing its their products are beautiful. The cata- construction, and many cuts of the logues of the Pope Manufacturing completed machine. I really consider Company, the Overman Wheel Comit a work of art. "Fowler Facts," Company, the Overman Wheel Comit a work of art. "Fowler Facts," pany, the Liberty Cycle Company and the catalogue issued by the manufact-Hulbert Bros. & Co. are all espeurers of the Fowler wheel, is deserving cially noteworthy in this respect. The Liberty cover attracts more attention think it is quite in the class of the ones than many of the others, for the reason spoken of above. Next comes, I think, that it is printed in attractively bright the Spalding catalogue, a finely gotten colors, showing a representative Ameri- up book of thirty-two pages, bound in can girl holding up an immense "Old an overlapping cover of sponge crepon. Each part of the machine is treated on a It makes a very effective and pretty separate page, as well as the different somber-colored catalogues lying before book is up to date. I think the Union catalogue is poor. I should think the manufacturer was capable of better work. The arguments may be very good, but the type is so small, the the goods; should describe them in majority being printed in six-point the best possible way, should present caps, that I have not taken the trouble to read it through. Nothing is more which might be of interest to the difficult to read than a catalogue printed entirely in capitals. Between this last and the first mentioned there is a condo this, and after a person has read glomerate mass of books, some of through some five or six of them, which are fairly good, and some of

Many of the manufacturers seem to platitudes begin to pair of the same and get monotonous. It seems almost forget that the present age demands as though some one had originally brevity and conciseness. They fill up written a bicycle catalogue, and all their pages with matter that scarcely the manufacturers, following his exone in a thousand will take the trouble ample, had taken his catalogue as a to read, and to do it they use small model and copied from it. If one of type, crowded together as close as posthem has a new idea, and incorporates sible. Even the Columbia people are well formulated in his mind than a machine could be described in much fewer words than they have used, However, the catalogues suit the and a catalogue printed in large type, purpose for which they were intended. with ample space for consideration, is

sure to do more good than the other ing matter and about four pages of ads. kind.

There is lots of room for improvement in bicycling catalogues.

Mr. Richards makes the mistake, common to a large number of people, of believing that because a catalogue is printed in comparatively small type and gives information with thoroughness and detail it will not be read. The man about to purchase a wheel is interested in every scrap of information, and he is apt to read every word in every catalogue. No doubt large type and much white space attract the eye, but it is possible to give to them an importance entirely unwarranted. So long as a piece of advertising matter bears on its face an indication of what class it is intended to appeal to, that class will probably see it and read it thoroughly. - [ED. PRINTERS' INK.

#### CYCLING PAPERS.

in Europe stood at the cycle show this year with a copy of the American Wheelman in his hand. On this occasion this paper published a mammoth issue of 308 pages, the largest magazine ever issued from a printing press, and as he stood there he remarked: "You Americans seem to have but one ambition, and that is to lead."

a cycling journalistic standpoint, America to-day leads the world with her cycling journals, just as she does with her bicycle trade and her bicycle champions. Besides leading the cycling journals of other countries, the cycling papers of this country are among the best trade papers published.

Bicycling is comparatively a new industry, and consequently the bicycle papers are new, yet there are now in the field to-day, prosperous and successful, some of the old papers which, when they first started, had great difficulty in finding matter to fill their few pages, and harder matter to fill their advertising pages.

In age the Bicycling World, of Boston, probably leads. This is one of the old-timers, having been established This was, for quite a while, the official organ of the League of American Wheelmen. In the palmy days of the old ordinary wheel this paper published about six pages of read- West, Denver; Southern Wheelman,

Another paper established about that time was the Amateur Athlete, which also combined the Archery and Tennis News, and was later made the official organ of the L. A. W. and the National Archery and Tennis Association. This paper was eventually turned into The Wheel, which is now published in this city.

Most of the new and early papers were started in the East. Boston and New York were their headquarters, and it was not until after the middle eighties that Chicago loomed up. It was about '84 that R. M. Jaffray and Samuel A. Miles got together and started the Referee. Miles was, at that time, editing a small paper devoted to the variety stage, while Jaffray had an elephant on his hands in the shape of a tennis paper. They were consolidated, and for a long time the new paper hovered between life and death, but after many trials and tribulations it took a lease on life and thrived. A lit-One of the best known trade men tle later the Bearings was started. Norton H. Van Sicklen and George K. Barrett started this paper, and, as it has often been said by the promoters, "We had lots c. energy, but precious

little money. The Referee and Bearings immediately began a fight for existence, and it seemed for a while that neither would survive the storm, when suddenly the wheel became the popular His words were true, especially from fad and the papers took on new life.

The papers in those days printed about twelve to twenty pages of advertisements and reading matter. News about the wheel was scarce, and many were the subterfuges resorted to by the rivals to gain a beat on its neighbor. At that time the mere mention that "Mr. Jones bought a new wheel last week," was considered of sufficient importance to crow over, providing your neighbor did not have the same item, and as for racing records, many a bicycle editor remembers well stopping the presses to announce that "Jimkins yesterday rode a mile unpaced in 3.45," while now riding unpaced miles in two minutes are frequent occurrences.

Shortly after the appearance of the Bearings, Referee and Wheel, which were considered then to be the leading papers, the American Cyclist, of Hartford; Cycling Life, Chicago; American Wheelman, Buffalo; Cycling in California then came into the field, all surviving from hand to mouth, as it were, and it was not until 1892-'94 sion offers. that the bicycle journals got down to a business basis and became a recog-

nized commodity.

At this time the Referee and Bearings, of Chicago, were the largest and best papers. The Bicycling World, of Boston, has always been a staid New York Tribune style, and the Wheel, of New York, having a monopoly in the Ín 1894, East, thrived without effort. the year of the great bicycle boom, more than half a hundred papers were published, some of them for a week, some for a month and some for a longer period. At this time the papers began paying attention to topography, and the first signs of real success came far as audacious originality is conto them. The Bearings was probably cerned. the best paper, with the Referee, cling Life and Cycling West in the order named.

From 1894 to the present year the legitimate bicycle papers have been far more successful than even their most sanguine promoters expected. The cycling fad increased to a craze, and from that to a reliable and staid commodity. Early in '94 the Amerifrom Buffalo, and early that year ranked with the highest. Then the American Wheelman, the Wheel, the Referee and Bearings were known as the "big four," and to-day they virtually occupy the entire field, although Cycling Gazette, of Cleveland, is a new comer, and considered one of the brightest papers in the field.

Each cycling paper now before the public has its own peculiarities and characteristics. The American Wheelman is reputed to be the brightest, while the Bicycling World and the new L. A. W. Bulletin have prob-Bearably the largest circulation. ings, of Chicago, is a magazine, and the only weekly magazine in the world running near the number of pages seen each week between its green covers. The Referee is probably the brightest paper in the West, although the small weekly in Denver, the Cycling West, is an unusually bright sheet, while Cycling Gazette, of Cleveland, is equally as scintillating. The Wheel, of New York, is called the "old fogy." Its editor and pro-

Louisville, and a few semi-monthlies prietor has made lots of money out of it, but it does not show the enterprise its contemporaries exhibit when occa-

> The leading cycle papers of America are to-day the largest, handsomest and most artistic trade publications in the world. Brainy and bright men are engaged in every department, with the result that absolutely nothing escapes The height of cycling journal them. success will probably be achieved when the American Wheelman, the youngest of the "big four," starts a daily edi-There are now two such papers in Paris, but no one has ever had the temerity to even suggest such a scheme until this enterprising Easterner came into the field, and now it would appear

During the racing season the leading Wheel, American Wheelman, South- cycling papers send special correern Wheelman, American Cyclist, Cy- spondents all over the country. No big event is left uncovered, and often half a dozen men are scattered over the country on holidays when there is an Every paper abundance of racing. has a bureau in the leading cities, and in this manner the same effect is gotten as if each city had a private cycling

that they are to distance them all as

paper.

The size of the leading papers run can Wheelman moved to New York from 120 pages to 140. Of this probably three-quarters are advertising pages, and the rates range from \$25 to \$35 a page on continuous contracts. One special feature of the advertising pages of the bicycle papers is the neatness with which the ads are set up, and in many cases the originality displayed in bringing out the prominent features of the goods advertised. Taken alto-gether the cycling papers of America are far and away ahead of any trade papers published and an honor to the publishers and editors. They all have good circulations and are read by nearly every one interested in the sport, By the enterprise shown in getting the best matter in the best style, they often win friends to the wheel who otherwise would probably never have thought of riding.—Newspaper Maker.

#### GOOD!

An advertisement that pays is a good ad-An autertisement, that pays is a good so-vertisement. It does not follow that that particular advertisement will pay again under different conditions. Oh, no! Study why you made that particular advertisement at that particular time, rather than the adver-tisement itself, and you cannot go far amiss. —Minneapolis Journal.

HAUNT THE GREAT STORES. MERCHANTS HAVE MUCH TROUBLE WITH LIGHT-FINGERED PEOPLE.

One of the most interesting businesses carried on in Chicago-that is, interesting for those who are detected in it-is the shoplifting in the large retail stores. Merchants say they would rather be routed out properly once in a while by fire than to keep on the continual watch for these pickpockets and pilferers who infest their premises. Seemingly, however, there has been no way to get rid of them. Exposures, fines and threatening of imprisonment do not scare some of them in the least, and a number are taken up by the detectives in the same lies more often in the eye. store more than three or four times. They will go back again just for the small matter of stealing a paper of pins, treasuring it as revenge.

Dry goods merchants all along State street complain bitterly of the Chicago law courts. "We have literally nothing to protect us," said one manager, for the courts seem to take up the case as a pastime, either impose a small fine or acquit the party as falsely accused, and before the week is out they are right back plundering whatever they can get their hands on. Shoplifting in Chicago will not stop until the courts get cleaned up. We suffer from \$500 to \$2,000 actual loss by theft a year, and we have nothing to insure us from this but our own detective system, which carries on a sort of court-martial and scares the victim by exposure from entering the store again. Some times it works, but you just saw me go through the pockets of this woman (a thief was guarded in the office when the reporter entered it), which tells you more often it does not This is the second time I have had this woman in three months. She thieves, and I forgave her the first to do this."

The State street plunderers do not all come under the same head. They can be divided into several classes. Some are detected as soon as they set never knows it. their foot in the store, and while they are pushing among the crowds, thinking themselves in comparative safety, they have been spotted immediately,

thieves are either deluded or think themselves dexterous enough to outwit detectives by wearing a different hat or dress, and therefore never be noticed in so great a crowd as sometimes jams the stores. But a woman once branded with thievery is never forgotten. She is classed as the professional pickpocket, or, more commonly, shoplifter, and she is the most expensive luxury a large store can support. Her methods are cunning, and she can sometimes carry on her operations in a manner as to worry even such an eagle-eyed man as a detective. He must be a good reader of character by studying the face, as this is one of the greatest indexes of the followers of this trade. The brand rove about from side to side in a stealthful, watch-like movement, and take in a hundred details in one glance. The movement in walking is hurried, the person darting about in and out of the crowds in a sinuous manner till she comes to the counter or room where she intends to plunder. Here she will pause and take a thorough survey of the help employed, for she is a good character reader herself. If the clerks do not look like a prying set she will begin her work, and often leaves the store unseen.

The "armor" of the shoplifter is interesting. In outward appearance she looks like an every-day citizen, but upon examination the trick of her trade is given away. She wears the regular shoplifter's pocket, which, in other words, is a double skirt with a hem at the bottom. This so called This so called skirt is made full all around, and the empty hem extends from waist to footline, which might be described otherwise as a skirt with a loose lining. There are numerous pockets in the gores, into which the woman drops the articles as she steals them, and she did seems to be out of the common run of for a long time go her way unmolest-But finally the stores found out ed. time, but I shall publish her in all the her clever plans. A detective can tell papers to morrow. We have a right this kind of skirt now as soon as he sees it. At other times the woman wearing the long cape excites suspicion, and sometimes an innocent person is shadowed by a detective, although she

Reaching the counter at which she wishes to plunder she will take up a piece of lace, not holding it up to the light as an honest woman will, but lay and all their actions are shadowed by it a little nearer to her, then begin to a detective in citizen's clothes. These examine something else. While the clerk is not looking the shoplifter will nothing more of it till they get home. theft than a hand takes her by the arm, the floor from under her arms.

The petty thief generally gets away tioned. with a great deal of merchandise by dropping it down inside her umbrella, an article, keep it awhile, but through and this is also one of the tricks of the intense suffering of conscience will professionals. of ribbons, soap, cards of fancy but. She is one of a hundred, but she tons, and what not find their way to springs into notice by fits and starts the umbrella. to steal. the alert on a rainy day. Some people letter, the writer acknowledging she first steal the umbrella, then, not satis-fied, go around and fill it up with thinking the matter over has decided small articles. The petty thief is not that honesty is the best policy, and hard to cure, for fear of exposure is like death to her. Why she will steal inclosed? Of course such letters are she sometimes does not know herself. Perhaps it is like the pretty girl who took a card of rhinestone buttons the more interviews with shoplifters than other day, who, when asked why she did it, replied in tears:

them lying there and I needed them for a new dress. Nobody was looking,

so I just took them."

Children, both boys and girls, are born into this world with the natural inclinations of stealing from the very start. They must have been marked by the parent in some unfortunate manner, for with no fault of their own they are born kleptomaniacs. There are hundreds of this class in Chicago both men and women, who do that to-day. This light-fingered gentry have a penchant for stealing everything they can lay their hands on. Of With the professional thief we have no course some cases are more pronounced mercy whatever, and prosecute immethan others. But women, especially, have been known to pillage in the very eyes of the proprietors. Their bold- me by this time," he laughed. "The ness in going about their freebooting professional causes the most trouble, is simply astonishing. If they notice for they are here for business. a pair of gloves to their fancy almost steal only the most expensive things, unconsciously they will slip them in a such as bolts of silks, boxes of hose, shop bag or under a cloak and think fine gloves, fur cloaks and the like. It

begin to roll the first piece of lace into Women have been known to take a a small knot and pull it still nearer. pair of stockings in this manner, go to All the while her eyes are traveling the toilet rooms, put them on, and from right to left on the lookout for throw the old ones away to keep from the inspector. Finally thinking her- carrying a bundle home. It rarely self safe she will draw the lace to her does any good to lay violent hands on cloak under the cover of her hand or such an unfortunate, for, although else drop it in the big pocket. But ten they may be frightened at the time, to one no sooner has she completed her the old longing comes back again, for it is born in the bone. As they conand the very innocent-appearing man duct their smuggling with such bold-or woman who stood buying goods ness and do it so often, they are soon right next to her politely walks her learned in a large store. They are up to the superintendent's office. Here watched, the articles made note of, her pocket is ransacked, her cape taken and the bill sent to the husband or off, and her hands held up. Some- father for collection. If such a maltimes \$50 worth of goods will fall to adv ever exists in a family those bills are readily settled and never ques-

> Then there is the thief who will take Rings, hairpins, bolts take it back and own up to her crime. This is an easy manner every once and awhile. At other times Detectives are always on money has been received at stores by would the manager please find cash always unsigned.

> > It is said W. W. Windward has held

any man on State street.

"I have been examining shoplifters "I don't know myself. I just saw for fourteen years," said Mr. Windward, "and it would take days to relate all my experience. It is unpleasant, certainly, for we come in contact with all sorts of people. If we are anyway kind-hearted the task is more unpleasant. Yes, it is true what you say; I have probably caught as many thieves as any man in the United

"We have our corps of detectives, part, but it rests with me when the shoplifter is brought here to my office. diately. I know every professional in town by sight, and some of them know

ness to cater to the questionable women too glad to stay out of our store. of the city, who do not hesitate to buy stolen goods at a minimum. Yes, I and if we do not prosecute them we agree with the others; the courts are will investigate the character and pub-not severe enough. Why, here just lish the names of all we detect. We the other day, one of our lady detect- are very careful not to accuse falsely." ives and two clerks saw a woman pick a tag off a cloak and walk away with. a lecture we permitted her to leave the the same as our usual customers. The next day we found ourselves liable for \$25,000 damages. It will probably take ten years before the case will come off. In that time we must keep track of all our witnesses protected in the petty thefts which we away from the shoplifters, or, if they have proven shoplifting would not be want to buy them after detection, we so evident. We just had a wealthy allow them that privilege. Yet, if woman in here yesterday who had they have once stolen we always know stolen a little 25-cent penknife, when them and watch them." she had \$40 in her pocket. Not long ago I had an old lady up here who had numbered as these unfortunates. Men inserted a sheet of music in each stock- also have a desire for gloves, handkerleft-over stock of the chrysanthemum secrete in their overcoat pockets. show and decorated the store. One woman did nothing but go around and steal a shoot off every plant. We drove her away, but in a couple of hours she was at it again. We have another woman who comes in here almost daily who is, indeed, a character. She walks up and down every aisle, her head swinging like a pendulum, her eyes sweeping the ground. She seems to think anything she finds on the floor belongs to her, and she is not at all backward in asserting her claims. Of course, such things as these do not they have all day. - Chicago Chronicle. disturb us materially. It is the real thieves we are after. Our detective force is almost perfect now, and to save time and trouble will prosecute every one we have proven is a thief. I have liberated and forgiven a number of women, of course, as I do not like the task of inspector, but if I find they disrespect my confidence in them they may expect no leniency the next time. Do they steal in the grocery depart-ment? Yes, indeed, very largely. They take cans of fruit and even hams, but these we generally catch, and confiscate the goods before they leave the

"I believe in giving people a good Whenever we catch a thief all of our floor walkers are summoned, who

is nothing for a woman to steal a couple take a close look at the person, and of bolts of silk. She makes it a busi- ten to one that woman or man is only Christmas days we are doubly fortified,

Another manager said:

"Some of the best dressed men and When brought up here she denied women in our stores are detectives, and the charge in the face of us all. After they go about examining and buying are bothered a good deal at our glove sales, for women seem to want gloves more than anything else. Our clerks themselves are pretty good detectives, and our floor walkers do not go about who were here at the time. The whole asleep. Cases come under our notice thing is a nuisance. If we could be every day or so. We take the goods

Nor is it always the women who are Last year we bought up all the chiefs and neckties, which they adroitly man must go through the same court martial as a woman. Nevertheless there is a class of men who claim they steal through necessity, lack of work and starvation making them sell stolen goods to buy the small wants of life. These stores which conduct a grocery department are visited every day by the same people about lunch time for samples of the goods given away, a small cup of beef tea, a dish of breakfast cereal, or a pinch of cheese and cracker often furnishing the only meal

#### KNOW YOUR CUSTOMERS.

KNOW YOUR COSTOMERS.

It should be the first and most important business of every dealer to know personally every man to whom he grants credit, and the closest scrutiny of county records should be another self-imposed and religiously obeyed duty. Frequent trips through the territory in which a dealer's customers have their home, and where they win or lose by the efforts they put forth, will always yield good returns. The dealer who knows from careful investigation the actual condition of the people on whose patronage his business the people on whose patronage his business depends nearly always succeeds.—Implement Irade Journal.

#### OFFENDING PEOPLE.

Perhaps those who are offended may be very foolish for taking offense, but that doesn't make the advertisement any better. It doesn't make any difference whether peo ple are foolish or not so long as they buy the advertiser's goods.—C. A. Bates.

#### HOW SONGS ARE ADVERTISED. and thus securing publicity for himself By Charles Aronstein.

The first aim of the music publisher is to get hold of songs that both in melody and sentiment will appeal to the ear and taste of the public. Outside of love, in its numerous phases, songs that contain appeals to sons not to forget their mothers, and those that convey invitations to erring daughters to return home and resume their places at the family fireside, are among the most favored themes. Comic songs

affections of the public.

After a song has been published, the first step is to induce professional singers to include it in their reportoire, and thus make the public at large familiar with it. The leading medium for these appeals from publishers is the New York Clipper, every issue of which contains from one to three pages filled with song advertisements, in which singers are invited to send for free convey in a very positive and decided distribution of his musical merchandise. way the intelligence that the song in son's greatest successes. The follow-ing two specimens are fairly illustra-tive of the entire class:

The follow-ery Boy," and who also enjoys the dis-tinction of having written "And the Band Played On," and explained to

or herself, as the case may be. field is almost exclusively occupied by the female sex, who are familiarly designated as serio comic vocalists, and it is to them therefore that the publisher directs the bulk of his efforts. Topliners, such as Bonnie Thornton, Maggie Cline and Lottie Gilson, are usually able to withstand all ordinary blandishments, and it then becomes necessary to use more aggressive, albeit persuasive, tactics. It happens quite frequently that a publisher will pay a and coon ditties also stand well in the well-known performer to introduce a new song.

If, after an introductory siege of several weeks, the gamins commence to whistle it on the street, the song may be said to have passed the crucial test and is on the fair road to success. Inquiries for copies commence to be made by the general public at the retail music stores, and it is in this direction that the publisher next turns his efforts. He does not endeavor to reach this copies, although a nominal charge of trade direct, but depends on the wholeten cents is usually exacted to cover sale music jobbers, of whom there are cost of mailing. These advertisements about twelve leading firms in the are replete with stage slang, and usually United States, to attend to the proper

I recently called on Mr. Chas. B. question is sure to be one of the sea- Ward, familiarly known as the "Bow-

Nothing Touches an Audience Like a Good "Mother" Song. It Will Get You a "Hand" Every Time, and Plenty of Them. You Never Heard a Better One Than Thiss

WORDS AND MUSIC BY THOMAS C. LORING.

Professional copies, 10e.; Orchestralion, A taking molody, combined with sound sentiment. Send card or programme. THE LORING MUSIC CO., 49 Bedford Street, Mainchester, N. H.

WE DON'T WANT ANY MONEY,

The great competition that has him that I was desirous of getting again, it often happens that a singer is magnetic conversationalist featured by a publisher in his Clipper "Yes, I use all the regular ways of ad as making a big hit with the song, advertising a song, but utilize also a

sprung up in recent years has rendered some information from him on how further inducements necessary. Thus, songs are advertised. Mr. Ward is at for instance, nearly every music pub- once composer, publisher and profeslisher has a skilled pianist constantly sional singer, and his remarks on the in attendance to personally rehearse a subject are therefore particularly valusong with any of the profession. Then, able. He is a very entertaining and

I claim to have been the sole originator. For instance, I was the first music publisher to use a daily newspaper as a medium for bringing a song into popularity. The paper was the N. Y. Sunday World, and the song 'And the Band Played On.' It appeared in the issue of June 30, 1895, and made a hit. While, of course, the song possessed a considerable degree of merit, yet I consider that its widespread popularity was largely due to the methods I employed. Several weeks before its appearance I wrote for the World several carefully prepared articles that were calculated to whet the public's anticipations. After the song's appearance I still kept up the fusiliade, printing in its columns some of the congratulatory letters and notices I had received. Of course, the World published all this without cost, as it really shared in the triumph of having introduced the song to the American public, making it veritably a song of the people. Other newspapers reproduced it with permission, and really before I was fully aware of the fact it was being sung and whistled all over the United States. in allowing prominent newspapers to reproduce pieces of music of which I hold the copyright. Contrary to the opinion of many publishers who hold that this ruins the regular sale of the song, my experience has been that quite an opposite condition rules. Such a method naturally starts a lot of people whistling, singing and playing the song, and if the tune is a catchy one it appeals to the ears of many who did not see the paper containing it, and thus numerous sales ensue, oft-times to people who cannot be reached through other methods.

"To my mind there is no medium like printers' ink for reaching the public. Just at present I am using the roof garden programmes to advertise my latest song hits, and I believe I am the first music publisher that has ever done this. Yes, it pays me very well, because my experience has been that not alone are the programmes carefully read, but very often they are taken home and kept. In newspaper display ads I have also met with good success, and the special merit of this form of publicity is that one can trace almost immediate results. I recently put an advertisement into a Portland (Me.) paper, and within a few days the song

number of additional methods, of which in question was enjoying a big sale in I claim to have been the sole origin-that section."

"What is the best time to advertise and boom a song, Mr. Ward?"

"Summer, by all means, because then all actors and singers are getting ready for their coming season's work, and have the time and inclination to examine songs for their reportoire. Nor do we overlook the bands that play in summer parks and resorts, not only because that is a very desirable way of reaching the public's ear, but also because the name of the song is cure to appear on the programme, which is also of benefit. I have several novel plans in view, about which I shall be pleased to enlighten you later on." Mr. Ward is at the head of the New York Music Co. in West Twenty-eighth street, New York.

A ROYAL POLICY.

I suppose the Royal Baking Powder and the Pears' Soap companies are the largest advertisers in the world. I do not know how much money the soap people spend, but Mr. La-Dow, who assists Mr. LaFetra, the advertising manager of the baking powder company, tells me that they disburse between \$600,000 and \$700,000 a year among 14,000 or 15,000 newspapers in America. They use no bill-boards, no posters, no dead walls, no "scenic" advertisements, no circulars. They send nothing through the mails in the way of advertising, but confine themselves to the pages of magazines and newspapers, and the steps that lead to the elevated railroad stations in New York and Brooklyn. Three or four years ago they bought the exclusive right to place an illuminated sign upon the riser of every step of every station. It cost them a large sum of money, but I believe they think it might better have been spent with newspapers and periodicals.

it might better have been spent wan hewepen pers and periodicals.

The Royal Baking Powder people do their own business directly with the newspapers. They employ no agents and pay no commissions, but expect the most liberal discounts. Nor do they do any sensational advertising. Nothing fanciful, nothing flippant or irrelevant appears in their advertisements, which are always serious and matter of fact. They use electrotypes altogether, and inisist upon having the best place in every paper they patronize. Mr. LaDow tells me that the reason their advertisements do not appear in the Chicago Record is that the publisher will not give them special rates and a choice of positions. They do not believe in spasmodic advertising. It is their theory that an article offered for sale must be kept constantly in the minds of the public, and that an announcement once a week would be practically wasted.—E. W. Cartis, in Chicago Record.

#### IN WINDOW DISPLAY.

It is a good plan to have some article predominate in each window display. Make this article the center of attraction, like the largest stone in a ring, while the other articles, artistically grouped about it, serve as an appropriate setting.—School of Window Dressing.

THE ad that is clouded has no silver lining.

#### IN CHICAGO.

CHICAGO, June 15, 1896.

Editor of PRINTERS' INK:

Three Chicago ministers have succeeded in advertising themselves and their churches

in a novel manner

The pastor of Trinity Methodist Episcopal Church has devoted his energy to building up a congregation for his evening services, and securing a larger attendance for the Wednesday evening prayer meeting. In the first case he obtains his object by commenting on the leading editorials that have ap-peared in the papers during the week, as an introduction to his sermon, which emphasizes the points he has made in their spiritual signification. The newspapers published and criticised several of his talks, which drew the attention of the public to the services, and increased the attendance. Refreshments are increased the attendance. the magnetic power used to increase the at-tendance at the Wednesday evening services. After the prayer meeting the ladies of the church have charge. The company moves into the parlors, where they are served with sandwiches, lemonade and cake and ice cream. At the door of the church is a large thermometer to register the spiritual condi-tion of the meeting inside. The marks on regular thermometers are used. "Freezing" denotes that there are only 32 persons present; "temperate," 60; "blood heat," 99; "boiling," 210. This device attracts considerable attention from passers, who enter to see what it means.

Another pastor devoted himself to increas-ing the social feature of his work. He announced that he would meet the bicycle riders of the congregation the next Saturday afternoon at the church, when they would go for a twenty-mile spin. At the half-way point refreshments would be served. The arst meet was a success, for it not only brought a large number of riders to the church, but a new wheel for the pastor. Now runs are made every Saturday, the non-riders preceding the wheelmen and women in other conveyance to an appointed place, where

they serve refreshments.

A third pastor, whose church is on a boule-vard, has provided a place where wheels are checked free of charge. He announces this fact in the regular church notices, and has increased his congregation. Many preachers, who were interviewed on this departure, said it was only a question of a short time before all the churches would be compelled to provide similar accommodations.

#### J. BOYD. BOSTON BEACONS.

BOSTON, June 15, 1896.

Editor of PRINTERS' INK:

Robert and Linn Luce, of 68 Devonshire street, have purchased *Press and Printer* that has lately been under the control of G. H. Richmond, of Northfield, Vt. It will be run as an adjunct to their clipping bu-

The large advertisers hereabouts who have lately invaded Europe and expect to do a considerable export trade in their commodities, specialties and proprietary preparations, are getting up a numerously signed petition to Congress urging that body to appropriate a sufficient sum to enable this country to be properly represented through commissioners at the international exposition to be held in Brussels from April to November, 1897.

The New York Journal has put out a poster of two cherubic newsboys, One of the little waifs is crying over an armful of unsold papers, while his companion, whose pockets are bulging with wealth, consoles him thusly: "Never mind, Chimmie, you sells the Journal ter-morrow and you don't get stuck. See!" GERALD DEANE.

#### A CRITICISM.

New York, June 16, 1896.

Editor of PRINTERS' INK:

I clipped this ad from last Sunday's Yournal. It appears ridiculous to me. are working under very largely increased ex-

NOTICE TO TRADE.

#### \$20th CENTURY\$ BICYCLE HEAD-LIGHT.

OFFICE BETTS PATENT

HEAD-LIGHT CO..

17 Warren St., N. Y., June 13, 1896.

On and after July 181, 1806, the price of the 20th Century Nickel Head-Light will be advanced 10 per cent to the trade, from which prices there will be no deviation. The demand for the "20th Century" is so unprecedented that we are working under very largely large ways. under very largely increased expenses in endeavoring to supply them

BETTS PATENT HEAD-LIGHT CO.

penses they are also working under very largely increased profits—are they not? Instead of increasing their price 10 per cent, I think they should reduce it 10 per cent, and be thankful for their good fortune in doing so big a trade. Yours truly, C. L. D.

### NOT A QUESTION OF ABILITY TO PAY.

Huntington, Ind., June 8, 1896. Printers' Ink, New York, N. Y.: GENTLEMEN--We presented a bill to N. W.

Ayer & Son, the strongest advertising agency in the East outside of New York, and at the expiration of forty-five days, or June 2d, we wrote them urging immediate settlement. Here is the reply:
N. W. AYER & SON.

Newspaper Advertising Agents, PHILADELPHIA. June 5, 1896. Guide Publishing Co., Huntington, Ind.:

DEAR SIRS-Your June 2d advices are noted. It is impossible for us to make collections with any such expedition as you seem to expect, and we do not care to put out the money in advance of collection without some especial occasion for it. A discount for cash would tempt us. Very truly yours, N. W. Ayer & Son.

Dictated by F. W. A It seems not a question of ability to pay, but simply a means to extort discount on bills past due. We would like to know if other publishers are treated in the same way by this agency, and also whether or not publishers wait for their pay until the agency has made collection. Respectfully, co.

Per Ben. F. Biliter, Sec. and Treas. Dic. B. F. B.

"YES, sir," said the merchant, pompously,
"I can draw my check for a cool million,
and I made every penny of it by my own unsided efforts."

aided efforts."
"That so?" remarked the quiet man, "I always thought that clever fellow who does always thought that clever fellow who does always thought "! your advertising helped you considerably."

# **Send Me** \$500 or \$1,000

For any man who spends not more than \$5,000 a year for advertising, who will send me before July 15 a check for \$500, I will prepare a plan for his advertising, furnish, as it is needed, all necessary copy and advice for one whole year; and I will furthermore enter into a written agreement to refund the whole \$500 paid me if at the end of the year it can be shown that I have not made or saved for him double the amount of my fee.

The man who spends \$10,000 may make the same arrangement by sending his check for \$1,000.

I mean exactly what I say, but I reserve the right to decline any order. I will not accept an order on this basis unless I am sure I can do exactly what I promise.

I wish to hear from those whose advertising is not bringing the results it should. I offer them a certainty.

#### CHARLES AUSTIN BATES

Vanderbilt Bldg. & New York

FROM CHICAGO.

A few days ago I happened to be passing one of the large mail order houses here and stopped in to ask the manager a few questions about how to conduct the business. As I was an old acquaintance of his he very promptly told me that I couldn't get any informatio-from him to publish in Printers' INK, as I had said too much already. I asked him if I had over-stated the matter, and he said not, but that it was not his policy to agitate the matter, for the more mail order houses there are in the city the less chance for him to get

new customers.
"But," said I, "you have the largest house of the kind in town and I should think

"Oh, we do," he answered; "we keep our old customers, but the new ones are liable to go to the other fellow."

"The other fellow gets them by advertis-ing; why don't you advertise?"
"We do," he said, "but if a lot of other

stores start up it compels us to increase our

advertising.

It seems to me that this was about what I went in to get. The man who starts a mail order business has only to advertise judiciously and his customers are waiting for him.

Another mail order man tells Another mail order man tells me that it is onother mail order man tells me that it is the average priced goods that sell best by mail. The man who buys by mail buys be-cause he wants bargains, and if offered his choice between high, low or medium priced goods, he takes the medium much oftener than those marked highest or lowest. I think this depends in a mass. this depends in a great measure on the medium If a high-class magazine is used, I believe the high-priced goods pay best for advertising. If a cheap paper, going to those who like cheap reading, is used, then a lower grade of goods finds the best market. One man told me not long ago that he would not take space at any price in a paper that has less than 50,000 circulation, as a paper that is not good enough to command that many subscribers is conducted in such a manner that it does not pay him to use it. He was talk-ing about mail orders for cheap goods of va-rious kinds, principally jewelry. For this rious kinds, principally jeweiry. For this sort of business I have no doubt the cheap papers with a decent circulation are good, but for many things country papers bring good returns, I happen to know.

The advertising manager of a department store met me on the street a few days ago and

stopped to say something nice about the way

I wrote his store up.
"You were all right as far as you went,"
he said, "but you stopped before you told
the main secret of our success. It's all right to use lots of display advertising, but that wouldn't last always if we did not back the ads up by selling exactly the goods that we offer at the prices we offer them at."
"As a matter of fact," I said, "do you not

always offer goods cheaper than you expect to sell them at?"
"Not the goods we advertise," he an-

"What I mean is, don't you expect to sell the same garments or articles at a higher

price than you advertise them for?"

"Oh," he said innocently, "if a woman comes in and wants a hat, say, at 99 cents, we sell her one all right enough, but usually it is not just what she wants, and having the hat-buying humor on her, she selects something else.

Higher priced, of course."

"That's not in my department," he said; "my business is to get a picture of a hat before the eyes of the women of the city. If

that induces her to come and look at it, and it doesn't suit her, the girls usually find one that suits her exactly, and if it happens to be a higher priced one, the customer goes away satisfied, for she has seen just what was ad-vertised at the advertised price. Perhaps the irl who waits on her does sometimes suggest that she look at a few before making a selection; that's only good business. I don't believe in tricks in advertising."

I have often wondered why the stores do not advertise every day. When the papers not advertise every day. When the papers come out in the morning with pages of displayed space devoted to bargain offers, the stores will be crowded, while on a day when no special advertising is done the crowds are noticeably smaller. If, by advertising, Tuesday and Friday can be filled with customers, I see no reason why every other day could not be made productive of rushing business. The firms here who are every-day advertisers have an even business, week in and week out, and they use less space at a time than the big advertisers. MILLER PURVIS.

#### NOTES.

THE name of the Swedish weekly at Escanaba, Mich., has been changed to Medborgsres, and is published by Carlson & Olsen, of Marinette, Wis.

ELLIS H. MASTERS, of the business department of the New York Tribune, died denly from heart failure, at sea, on Friday, June 12th. Mr. Masters was one of the best known and most successful advertising men in the newspaper business. He had a wide acquaintance among merchants and business men, and his genial personality made him hosts of friends. He was born in Columbia hosts of trienus. It was sort ago, and was educated near his place of birth. His business career began in Pittsburg, where he engaged in mercantile pursuits. In 1877 he left gaged in mercantile pursuits. In 1877 he left Pittsburg and went to Philadelphia, taking a place in the house of N. W. Ayer & Son, where he remained nearly four years. In 1881 he received the offer of a place from the New York Tribune, which he accepted. While with the Tribune, which he accepted. While with the Tribune Mr. Masters added still more to his reputation, and his energy and perseverance appeared to be untiring.



A COMPLIMENT. Farmer Heyrube-That's a mighty good paper you're gittin' out.

Young Editor-Glad you like it.
Farmer Heyrube-Yes, them things signed
Puck and Jedge is jist about the best things

#### TOO MUCH DISPLAY.

Often the makers of advertisements overreach themselves in their desire to make too
many prominent points in the display. The
late of furnat must be maintained to give
appeared feet. Displaying several lines in
succession weakens the whole. The fewer
big lines that appear in an advertisement, the
stronger those lines will stand out. A good
mechanical rule for this is to have at least
as much space consumed by small type as
will measure the height of the display line.
In advertisement of a certain character,
foren an important point can be made by putting a prominent line in very small type.
Medium-small type will not accomplish the
purpose. To do this the advertisement
should be of the primer style; set all in one
form and character of type like the page of a
book, preserving the margins. The reader's
eye is at once arrested by the beauty and
symmetry of the page, which stands out clear
and readable. Suddenly he is struck by a
small line of short measure, appearing anywhere from the fifth line downward from the
top, in tiny type. This is the most striking
line in the 2/owrnal.

MR. HARRY ULMER TIBBENS retired from the Altoona (Pa.) News in February.

#### Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

W ISCONSIN AGRICULTURIST, Racine, Wis. 28,000 copies; semi-monthly.

HALF-TONES, 1 col., \$1, 2 col., \$2, BUCHER ENGRAVING CO., Columbus, O.

WISCONSIN AGRICULTURIST, Racine, Wis. Advertisements at \$1 for 5 lines.

H. D. LA COSTE, special newspaper representative.38 Park Row, New York. Dailies only.

PAPERS that lead in their locality represented by H. D. LACOSTE, 38 Park Row, New York. THE VINDICATOR, Youngstown, Ohio. 8.400 d., 6,000 w. Wants first-class advertisements

DAYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods.

SEND 10 cents for copy of 32-page Souvenir edition, which cleared over \$600 for its publisher. TOPEKA MAIL, Topeka, Kan.

L'ECTROS of really good single-column ad illustrations at really moderate prices. Send stamp for circular. R. L. CURRAN, 150 Nassau St., New York.

A LMANACS—Business houses contemplating the use of on entirely original almanac for 1997 should communicate with CLIFDEN WILD, the Originator, Chicago.

VicRE money in mail order business than anything else. No interference with other ocoripation. We tell you how, and furnish everything. Samples, etc., 12 cents. THE NATIONAL INSTITUTE, P. I. 68c, Chicago.

CALENDARS—Firms wishing to beat their previous calendars by issuing 1897 calendar of original, individual, special design in keeping with the nature of their business, should write CLIFDER WILLD, The Originator, Chicago.

A D manager or ad amanuensis—which I If former and you will pay pusher \$60 per week at the start. "Knows How" is your man; if inter, he would not consider it. He knows what to do, how to do and when to do. Address "KNOWS HOW," Printers' Ink.

#### BOOKS.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PHINTERS' INK, 16 Spruce St., New York.

#### PAPER.

M. PLUMMER & CO. furnish the paper for this magnaine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

#### ADVERTISING NOVELTIES.

l'OR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dellar.

#### SPECIAL WRITING.

EDITORIALS for the campaign. Any politics.

• 3 A WEEK; original editorials for weeklies; full complement. "PITT," Printers' Ink.

#### ADDRESSES AND ADDRESSING.

1,000 SELECT, reliable business names and in advance, JOHN FOY, Glencoe, Out., sign poster, circular mailer and member Will A. Molton Co., Cleveland, Ohlo.

#### MAILING MACHINES.

TIME-SAVING mail list type, has typewriter face, large and lean; is self-spacing; cheapest 16-pt, mail type made. Also acme mailer, \$15 net, cutal to \$30 mailers. All TYPE FOUNDERS beading.

#### ADVERTISING AGENCIES.

A NY responsible advertising agency will guarantee the circulation of the Wisconsin AGRICULTURIST, Racine Wis., to be 28,000.

It you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

#### PRINTERS.

THE LOTUS PRESS (artistic printers), 140 W. 23d St., New York City. (See ad under "Advertisement Constructors.")

\*\*GREAT SCOTT." he cried, " is it possible that Johnston is the only printer on earth!" No, but he is one of the very few who know what you want and how to get it up to please you. If you can make use of that kind of a printer address, WM. JOHNSTON, Printers' lak Press, 10 Spruce St., New York.

#### MISCELLANEOUS.

WISCONSIN AGRICULTURIST, Racine, Wis. Established 1877. Circulation 28,000.

CATCHY cuts—attractive up-to-date designs for every kind of advertising. Write for samples and prices. CHICAGO PHOTO ENGRAVING CO., 79-81 Fifth Ave., Chicago.

DUNCAN CLARK'S Female Minstrels, the hottest show on earth. Advertisers wishing to reach male patrons write. Season never closes. DUNCAN CLARK, 73-75 Plymouth Pl., Chicago.

#### ELECTROTYPES.

W E make the best interchangeable plate and base on the market. Also the lightest all metal back electro. THE E. B. SHELDON CO., New Haven, Conn.

CUTS that catch. Designs that are attractive and artistic, striking and strong. We are making cuts for the leading advertisers of the country. Can't we make yours! Write for samand we will give you estimates. CHICAGO PHOTO ENGRAVING CO., 79-81 Fifth Ave., Chicago.

#### ILLUSTRATORS AND ILLUSTRATIONS,

H SENIOR & CO., Wood Engravers, 168 pruce St., New York. Service good and prompt. BEAUTIFUL illustrations and initials, 5c. sq. inch. Handsome catalegue 10c. AMERICAN ILLUSTRATING CO., Newarts, N. J.

MAKE your own advertising, illustrating, embossing plates. Engraved in one minute. No etching, Particulars for stamp. HENRY KAHRS, 246 East 33d St., New York.

THE poster fad, makes poster ads of interest to advertisers. We would like to submit some reading advertisers and to suggest what we can do for you. CHICAGO PHOTO ENGRAVING CO., Chicago.

### ADVERTISEMENT CONSTRUCTORS. PHOT ADVERTISING CO., Newark, N. Y.

JOHN CUTLER Writer of Advertising, New-

4 TRIAL ads %1, first order. CHAS. A. WOOL-FOLK, 446 W. Main, Louisville, Ky.

GILLAM & SHAUGHNESSY, Advertising Bureau, 13 Astor Place, New York. Write.

BRIEF, business-bringing ads. Sample, including printed proof of ad, 75c. Send plenty of data. T. J. ROSTAD, Spring Valley, Wis.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

THREE retail advertisements, with cuts, \$1; S-page booklet, 7 cuts, \$8. First order only. FRANK B. FANNING, 308-9 Boston Blk., Minneapolis.

(h 5 IS my charge for writing and arranging, b) ready for printer, an 3-page booklet; this includes illustration for cover. R. L. CURRAN, 150 Nassau St., New York.

THREE ADS for any retail advertiser not al ready a customer, \$1. An electro of an out line cut with each ad. A chance to get acquaint ed. R. L. CURRAN, 150 Nassau St., New York.

A LL the borders and type used in PRINTERS' INK are at the disposal of people who have their advertisements put in type by me. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce Sk., New York City.

USED by Gillam. Cushing for detail in ada, unequaled. Made only by AM. TYPE FOUND-ERS' CO. Send for specimens to nearest branch. For the bearing the control of the 2, is effective. We catter to requirements of the

C OOD ads like good eggs may be spoiled in the setting. If you want your ads, circulars, booklets, etc., set or printed in a style to command aftention and respect, just mail copy to WM. JOHNSTON, Printers' Ink Press, 10 Spruce

A DS for retailers, general advertisers, medical ads, booklets, circulars. Whatever I write I put the same enfort, the same concentration of thought into my work. No poetry, no funny, no smart stuff. Sample ads §1, series cheaper. They will help you to push ahead of your competitors. CHARLES J. ZINGO, Farmington, Mc.

HE quickest way for you to find out whether I can adapt myself to the sort of writing Thave done for others. I want you to have faith in me before we come together for business—then I can put heart into your advertising. I don't like to boast; I prefer to show you what others have said about my work. Shall I send these bits of evidence! JED SCARBORO, 48 Arbuckle Building, Brooklyn, N. Y.

WOULD a tramp make a good salesman! When you are hiring a salesman don't you take into consideration his general appearance! When you are getting a printed salesman (your catalogue don't you likewise take into consideration the appearance! Is it likely to be of much use unless it is attractive! No; it would only be as coutly a salesman as a tramp would be. Send to THE LOTUS PRESS, 16W \*23d S., N. X. City, for your printing if you care to have it well done. Send for our bookles.

#### AMATEUR SPORT.

THE GOLFER is an illustrated monthly devoted to the game of golf. This magazine has the highest class circulation in America. We inpublished. We refer, without permission, to our advertisers and will abide by the decision of any of them, in regard to whether advertising in This GOLFER is a paying investment. Address all communications to THE GOLFER, 334-336 Congress St., Boston.

#### ADVERTISING MEDIA.

WISCONSIN AGRICULTURIST, Racine, Wis. Circulation, 28,000; 5 lines, \$1.

40 WORDS, 5 times, 25 cts. ENTERPRISE Brockton, Mass. Circulation 7,000.

Y OUNGSTOWN (O. VINDICATOR, 8,460d., 6,000 w. H. D. LACUSTE, 38 Fark Row, N. Y., Rep. DETROIT COURIER. Circ'n around Detroit and home paper.

A NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

A DVERTISERS' GUIDE, Newmarket, N. J., 5c. line. Sub., year, 25c.; 6 mos., 15c.; 3 mos., 10c.; sample, 5c.: none free.

L EADING newspapers in Southwestern Ohio (outside Cincinnati), Dayton Morwing Times and Evening News, 14,000 daily.

THE GENEVA DAILY TIMES, only daily in Ontario County. Circulates in 30 towns. Subscription price to farmers \$2.00 a year. Leading advertising medium in its territory.

BILLBOARD ADVERTISING reaches nearly every billposter, distributor, sign writer, poster printer and fair in the U. S. and Canada m'thly. Sub'n \$1 per yr. 25c. line. Cincinnati,O.

THE SOUTHERN HOMESTEAD, Atlanta, Ge., reaches 59,000 Southern homes monthly. Advertising rates 30c, per agate line. Discounts 10 per cent for 3 months, 15 per cent for 6 months, 25 per cent for 6 mont

THERE is only one magazine in the great
Northwest. It is the Northwest Magazing.
Thirty thousand Northwestern homes welcome it
monthly. The surrest way to cover this great
territory and get results is to advertise in the
Northwest Magazing. Write to W. H. ENG-LAND, 488 Frondaway, New York.

DRAINS, as procuracy, New York.

PRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggester with many hundred excellent suggesters with many hundred excellent suggesters with many hundred excellent suggesters of the properties of the excellent suggesters of the excellent sugg

#### GOOD HOUSEKEEPING,

Springfield, Mass.

gives first-class service and appeals to the very best class of American housekeepers, who are really the buying class, and hence the most profitable ones to appeal to.

Woman, as a rule, guides the family expenditure, and makes most of the purchases for all the good things of the home.

Hence the well-known and generally accepted axiom that "woman's good taste and judgment unlock the pecket-book." One of the best mediums to reach over 50,000 families is GOOD HOUSEKEEPING.

Published monthly by Clark W. Bryan Co. Address all communications about advertising to H. P. HUBBARD, 38 Times Bidg., N. Y.

#### NAMES FOR ADVERTISERS.

CITY Directory of Monroe, Mich., just published; 1,500 reliable names, sent on receipt of \$1. BILLMIRE & KILEY.

#### FOR SALE.

5-LINE advertisement, \$1. WISCONSIN AGRI-CULTURIST, Racine, Wis.

\$1 BUYS 4 lines, 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

TYPE-500 lbs. brevier, 100 lbs. long primer, 25 fts. job; good; half price; samples furnished. S. AND L. FACTS, 153 N. 3d St., Phila.

FOR SALE—Controlling interest in publishing and syndicate business. Incorporated company videly and favorably known. A great chance if you speak quick. Address "SPECIAL-TY," care Printers' Ink.

FOR SALE—Ladies' names from all parts of the country received with cash orders by a mail-order house within six months. Original letters. Extremely low price if sold quick. Address "GILT-EDGED," Printers' lnk.

DRINTING PLANTS—Everything for the printer; best in quality, best in value. Why buy the second heat when the best cost no more; best in the best cost no more; best in the printer of the

#### SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK 190 Water

HALF cent an inch for recoating chalk plates. HIRD MFG. CO., Cleveland, Ohio.

CHALK plates recoated, half cent an inch.
BYRON POPE & CO., Cleveland, O.

TYPE—The leaders of type fashions. AM. TYPE
FOUNDERS'OO. Branches in 18 cities.

STANDARD Type Foundry printing outfits, type, original borders. 200 Clark St., Chicago.

CTEREOTYPE, linotype and electrotype metals; copper annodes; sinc plates for etching. MERCHANT & CO., Inc., 517 Arch St., Philadelphia, Pa.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L't'd, 10 Spruce St., New York. Special prices to cash buyers.

CUTS of all kinds—half-tones, wood cuts, sinc etchings, as cheap as the cheapest—better than the best. Let us know what class of engraving you are interested in and we will submit samples and prices. CHICAGO PHOTO ENGRAVING CO., 78-81 Fifth Ave., Chicago.

#### ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

#### CALIFORNIA.

SOUTHERN CALIFORN'A'S matchless paper, Los Angeles Tintes, Circ'n over 18,000 daily.

#### KENTUCKY.

I OUISVILLE SUNDAY TRUTH, 12,000 copies each issue. Thoroughly covers the homes of the city and suburbs. Now in its twelfth year. Send for rates and copy of TRUTH to H. D. I.A COSTE, 38 PAR Row, New York, Special Newspaper Representative.

THE FARMERS' HOME JOURNAL, LOUISVILLE, KY.,

goes to the better class of farmers and stockmen in Kentucky and Tennessee every week. It is read and trusted by them as their business paper. It was established in 1955. Its readers usually have money to buy what they see advertised if they want it. Sample copy tree,

#### IOWA.

DUBUQUE HERALD, founded 1836. Family circulation; up to date; circulation steadily increasing. Is it on your list?

ONE county and one town fully covered by one paper. The Werell Sentines covers Carroll county before than any other paper. Circular county before than any other paper. Circular other weekly in the county. The Dainy Sentines of the County Fills the field. Advertising rates based on circulation. Carroll, lows.

#### MICHIGAN.

THE SOO DEMOCRAT, Sault Ste. Marie, Mich It should be on your list.

DETROIT COURIER. Circulation around Detroit greater than other weekly. The family paper of Wayne County.

IN paper of Wayne County.

JACKSON (Mich.) PATRIOT, morning, Sunday and twice a week; also EVERTHO PRESS. The leaders in their respective fields. Exclusive paper in this section. All modern improvements. The leading advertisers in the country are represented in their columns, information of H. D. LA COSTE, 38 Park Row, N. Y.

#### MISSISSIPPI.

THE WATCHMAN has a large circulation throughout the Southern States, and is a spiendid advertising medium. Send for sample copy and advertising rates. JAS. M. WALKER, Publisher, Williamsburg, Miss.

#### MISSOURI.

K ANSAS CITY WORLD, daily exceeding 25,000, Sunday 30,000.

(AZETTE, West Plains, Mo., leading paper in county. Best farming and fruit-growing district in West. Write for rates.

To reach the 50,000 lead and zinc miners of Southwest Missouri, use the columns of the Webb City Daily and Weekly SEXTINES. (SUCCESSOF to the TIMES). A live, progressive and up-to-date newspaper.

#### MONTANA.

HELENA INDEPENDENT - 6.340 Daily, 6.340 Sunday, 3.385 Weekly, Leading newspaper in the Treasure State. H.D. LaCOSTE, 38 Park Row, New York, Eastern manager.

#### NEW JERSEY.

THE Red Bank REGISTER is the favorite paper of women, of church men, of sporting men, of real estate men, of business men, because it has special pages and special departments of local news for each.

#### NEW YORK.

PRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggester with many hundred excellent suggester with many hundred excellent suggester speaking world, together with many hundred excellent suggester speaking world, and the support of the properties of t

#### NORTH CAROLINA.

THE NEWS is not only the only afternoon paper in Charlotte, a city of 19,581 population, but it has a larger circulation in this city than any other paper. The same is true of the TREES (weekly) circulation in Meckleaburg County. The Naws and TREES combined have more circulation in charlotte and the combined have more circulation in charlotte and determining rates are any other three papers. Advertising rates are any other three papers.

#### OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,600 daily, 4,500

EADING daily and weekly papers in Eastern Ohio. THE VINDICATOR, Youngstown, 8,400 d., 6,000 weekly.

#### PENNSYLVANIA.

THE BEST LOCAL DAILY in Pennsylvania is the CHESTER TIMES. 30,000 desirable readers in the garden spot of the Keystone State. WAL-LACE & SPROUL, Chester, Fa.

LACE & SPROUL, Obseter, Pa.

INTELIGENCER, Doylestown, Pa. Oldest papers in the county—weekly established 1804, county, the only formal evening their bone; output, the only formal evening their bone; olly exclusively home-made papers in the county, the new papers in the county, the only formal evening their bone; only exclusively home-made papers in the county, never having resorted to plate matter nor patent sheets. Send for map showing circulation. PASCHALL & CO, Doylestown, Fa.

#### TENNESSEE.

CHATTANOGA, Tenn., has 50,000 people. The UPFORM SEWN has 35,000 readers. It is an up-to-date newspaper, full Associated Press day served at the sewn severy day. Greatest local circulation. Best and largest list foreign advertising any paper in the South. Write for rates.

#### VIRGINIA.

L YNCHBURG NEWS has the largest circulation of any paper west of Richmond. Has only one rate for advertising. No "special" prices to any one. Any information of H. D. LACOSTE, 38 Park Row, New York, Manager Foreign Advertising.

#### WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

"HE TIMES is the home paper of Seattle's 80,000

SEATTLE'S afternoon daily, the TIMES, has the largest circulation of any evening paper north of San Francisco.

#### WISCONSIN.

WISCONSIN AGRICULTURIST, Racine, Wis.; 5 lines, 1 time, \$1.

Wisconsin AGRICULTURIST. Racine, Wis.; semi-monthly. Established 1877.

W ISCONSIN AGRICULTURIST, Racine, Wis.
Rates, 20 cents a line; circulation, 28,000
guaranteed.

146,306 PEOPLE in the Congressional Condition of the Congressional States of the Congression of the Congresi

#### CANADA.

\$5.50 A line yearly. 30 best papers in Prov. Quebec. E. DESBARATS, Ad Agency,

BOILTEAL.

BOILTEAL

J G city dailies claim to do it all. They do claus in the towns, but wise advertisers reach to the country of the countr

#### HAWAIIAN ISLANDS.

STAR—Daily and weekly. paper of the country. completely. Honolulu, H. I. The live, popular Covers the group

#### CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class, cost 50 cents a line, for each insertion. One line inserted one year, 52 cecks, for \$35, 5 months for \$13,5 months for \$6.30, or 1 vecks for \$27. For the publisher yets does not find the heading he wants a new heading will be made to specially fit his case.

#### ADVERTISING.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred exclaing world, together with many hundred exclain best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers got many good enggestions for display from it. Substriction of the production of

#### AGRICULTURE.

BREEDER AND FARMER, Zanesville, O. WISCONSIN AGRICULTURIST, Racine, Wis. PACIFIC RURAL PRESS, San Francisco, Cal. FARMERS' HOME JOURNAL, Louisville, Ky., goes weekly to 13,600 of the wealthiest farmers of Kentucky and Tennessee.

#### BOOTS AND SHOES.

BOOTS AND SHOES" WEEKLY, N. Y. City. CARRIAGES AND WAGONS.

THE HUB, 247 Brondway, New York. The leading monthly, containing all that pertains to the art of carriage building, and circulated all over the world. THE HUB NEWS, 247 Brondway, N. Y. The only weekly paper published in the Interests of vehicle infra and dealers.

#### DANCING.

THE BALL ROOM, Kansas City. Semi-monthly. EDUCATIONAL.

THE SOUTHERN SCHOOL, Lexington, Ky., 1895, sworn circulation 6.93 copies weekly—larges circulation in Ky. outside of Louisville. Official organ Ky. and Als. State Boards of Education. Rates and ample copy free.

#### GROCERIES.

GROCERY WORLD, Philadelphia, Pa. The largest paid circulation; the most complete market reports; the largest corps of paid correspondents of any grocery journal published in the world. Send for free sample copy.

HARDWARE AND HOUSE FURNISHING.

HARDWARE DEALERS' MAGAZINE. Largest circulation in its field. D. T. Mallett, Pub., 271 Broadway, N. Y.

HORSE INTERESTS.

COACHING Philadelphia, Pa. 4,000 monthly. HOUSEHOLD.

DETROIT COURIER. Circ'n around Detroit greater than any other weekly. The family pa-per of the country.

KNIGHTS OF PYTHIAS.

THE KNIGHTS' JEWEL, Omaha, 60,000 yearly.

MEDICINE AND SURGERY. WESTERN MEDICAL AND SURGICAL REPORTER, St. Joseph, Mo.

#### MINING

MINING AND SCIENTIFIC PRESS, San Francisco. MOTOCYCLE.

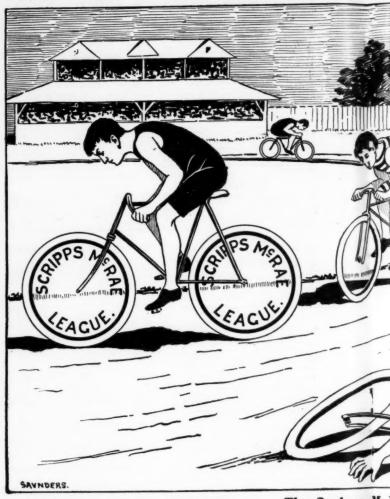
MOTOCYCLE, 1656 Monadnock Block, Chicago. PAINTING.

PAINTING & DECORATING, 247 Broad-way, N, Y. The finest and most complete paper published for the trade—one Isane worth more than price of a year's sub's.

#### TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

## SOX SOX ADVERTISING



CINCINNATI POST ST. LOUIS CHRONICLE



The Scripps-Mc

E. T. PERRY, Direct Ro 53 Tribune Building

## O THAT WINS KOE KOE



s-McRae League

irect Representative, Building, New York.



KENTUCKY POST CLEVELAND PRESS

#### PRINTERS' INK

A JOURNAL FOR ADVERTISERS.

EF Issued every Wednesday. Ten cents a copy, Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers. EF For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1801) the end of the century, possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate. EF Publishers desiring to subscribe for Panyries? Ink for the benefit of adver, patrons may, a application, obtain special confidential terms. In the control of th

New York Offices: No. 10 Spruce Street. London Agent, F. W. Sears, 108 Fleet St. Chicago, Benham & Ingraham, 315 Dearborn St.

#### NEW YORK, JUNE 24, 1896.

It is a brainy ad that doesn't require much brains to understand it.

THE attempt to say too much usually ends in saying nothing effectively.

THE 192 newspapers in Maine have a combined circulation of 1,685,932.

Your competitor's advertisement should interest you as much as your

GOOD advertising means more than a mere contract with a newspaper .-C. C. Hopkins.

Most advertisers now agree that illustrations are almost an absolute necessity in advertising.

THE 179 newspapers in Louisiana have a combined circulation of 143,935 copies each issue. No paper in the State is rated as high as 17,500.

THE 64 newspapers in Idaho are given a combined circulation of 21,340. The Boise City Daily Statesman stands at the head, printing 1,425 copies daily.

THE 300 newspapers in Kentucky have a combined circulation of 455,814 copies each issue. Only one, the Louisville Home and Farm, goes above 75,000.

THE 50 newspapers in Indian Territory have a combined circulation of 17,820 copies each issue. The highest rating is given to the Purcell Register-1,118.

THE 26 Nevada' newspapers have a as many as 2,000 copies.

THE 96 Montana newspapers have a combined circulation of 65,560 copies each issue. The Anaconda Daily Standard leads with 8.610.

THE small ad which costs little and produces nothing is far more costly than the large ad which costs much but produces results in proportion to its cost.

THE 549 Minnesota newspapers have combined circulation of 923,835 copies each issue. Only two print above 40,000 copies and none go as high as 75,000 copies.

THE 185 Mississippi newspapers have a combined circulation of 88,715 copies each issue. No paper in the State prints 10,000 copies and not more than two go above 5,000.

THE 696 newspapers in Kansas have a combined circulation of 503,085 copies each issue, but 343 of them each print less than 400 and more than 100 copies regularly, or an average of about 220 per issue.

THE 204 newspapers in Maryland have a combined circulation of 324,995 copies each issue. No paper prints as many as 75,000 copies, only two go above 40,000, and only four above 20,000 copies.

THE 961 Missouri newspapers have a combined circulation of 2,070,288 copies each issue. Five only are rated above 100,000. The St. Louis Weekly Republic leads with an average each week of 113 928.

THE unsuccessful advertiser has no more right to say that advertising does not pay than the bankrupt has to claim that store-keeping is unprofitable. The trouble lies with the individual advertising or the store-keeping.

AD WRITERS who contemplate competing in the \$1,000 competition of the American Newspaper Directory should recollect that no advertisement will be considered which reaches the editor of the Directory later than July 4th.

THE III New Hampshire newspapers have a combined circulation of 128,810 copies each issue. The Mancombined circulation of 9,240 copies chester Mirror and Farmer leads with each issue. Three only are believed to over 20,000, and the Concord Indeprint as many as 750 copies, and none pendent Statesman comes next with

EIGHT newspapers are known as "anti-prohibition," and are published ing increase let your care in spending in the interests of liquor dealers or associations. Their combined circulation is about 8,000 copies each issue.

THE 762 Michigan newspapers have a combined circulation of 1,108,940 copies each issue. The Detroit Weekly Free Press is the only paper in the State above 75,000, and that paper had an actual average issue last year of 113,020 copies.

THE 627 newspapers in Massachusetts have a combined circulation of 2,668,842 each issue, thus showing an unusually large average per paper. California has more newspapers, but less than one-third of the circulation, while Kansas, with 69 more papers, has less than one-sixth of the circulation.

THERE are 112 newspapers, with a combined circulation each issue of 76,-500 copies, published in the interests of the 7,470,000 Afro-Americans in the United States. The one paper believed to have the largest circulation is the Colored American, Washington, D. C. It is issued weekly, and prints 7,800 copies.

MR. WM. JOHNSTON, under whose personal supervision the advertisements in PRINTERS' INK are set up, says that the earlier advertisers send in their copy, the more attention can be given to getting up their ads attractively. Mr. · Johnston says that when an advertisement comes in on the day of going to press, artistic composition must often be sacrificed to speed. When, however, it is sent in several days in advance, ample time and attention can be devoted to it, and the advertiser benefits accordingly.

Mr. John A. Murray, a lawyer with an office in the American Surety Building, New York City, intends to devote himself in the future to cases that concern advertising. Mr. Murray was formerly an advertising solicitor, and says he believes that a lawyer with a knowledge of advertising usages will often be able to prove himself invaluable to advertisers and publishers in making clear to courts and juries advertising contracts in which ordinary advertising usage is an element and pear on the face of it.

As your expenditures for advertisdo likewise.

MR. ANNING S. PRALL, of 32 Nassau street, New York, sends PRINTERS' INK an article called "How I Would Advertise Staten Island Property," which, he states, is a copy of a document which was submitted to the New York and Staten Island Land Co., who are to use the suggestions embodied in it in advertising the island. The article is divided into 28 sections, each dealing with a separate phase of the subject, and the whole article would probably be useful to other advertisers in a similar field were it obtainable by them. It is not, however, of sufficient general interest to be published in the Little Schoolmaster.

THE Cincinnati Commercial Gazette and the Cincinnati Tribune have been consolidated under the name of the Cincinnati Commercial Tribune. Mr. Cincinnati Commercial Tribune. J. E. Van Doren, the Eastern representative of the new paper, states that it will carry the circulation of both the old papers, which he says had a combined circulation of 80,000 daily. He also states that it is expected the coalition will make the Commercial Tribune the leading daily in Ohio; that the price will be two cents a copy, five cents on Sunday and, fifty cents a year for the weekly; that the paper will retain its membership in both the Associated and the United Press; and that it will be strongly Republican in politics,

THE way to get the good out of PRINTERS' INK or any other trade journal is to read it carefully, intelligently and discriminately, examining each idea advanced with a view of learning whether that idea can profitably be applied in one's own business. journal of advertising can give one cutand-dried rules or suggestions; the most it can do is to furnish the reader with a medley of facts, opinions and theories, and allow him to make his own selections and applications. succeed in advertising, as in any other field, one must think; and the greatest aid to profitable thinking is to know what others are thinking and doing at The advertiser who the same time. reads PRINTERS' INK secures this valuable help in the most convenient and has been considered in the making of compact form, at a price a hundredfold the contract, although it does not ap- below its intrinsic value, -Printers' Ink, June 10th.

#### THE NEW YORK SPECIAL AGENTS

MR. J. E. VAN DOREN'S connection with the advertising business dates back to 1870, when he entered the service of the New York World as special solicitor, a position filled by him for several years. Subsequently he engaged in the general advertising business, and in 1881 gave that up to take entire charge of the advertising of the J. C. Ayer Co., of Lowell, who, under his management, probably spent a larger sum in cash during one year for newspaper advertising than has ever been done by any one concern for its own account in the United States, he having contracted for about three-quarters of a million dollars' worth of newspaper and magazine announcements to be published within



MR. J. E. VAN DOREN.

twelve months. Leaving their employ in 1885, he returned to New York and established a special agency. He has the distinction of representing perhaps as nearly as possible the business pol-icy of each newspaper publisher by whom he is employed, and, following out this idea, has made his agency eminently successful and satisfactory to deal with, alike by advertisers, general agents and publishers. The office of the I. E. Van Doren Special Agency is in the Tribune Building. It represents the following papers:

ALABAMA.	
BirminghamNews	5
Mobile Register	
Montgomery Advertises	r
COLORADO.	
Denver Evening Post	t

MINNESOTA.
Minneapolis Tribune
St. PaulDispatch
NEBRASKA.
LincolnState Journa
OHIO.
CincinnatiCommercial Gazette
PENNSYLVANIA.
Pittsburg Commercial Gazette
TENNESSEE,
ChattanoogaTimes
VIRGINIA.
Richmond

#### PRIZE COMPETITIONS.

Office of MERCHANT & Co., Tin and Terne Plates, Metals, etc. PHILADELPHIA, June 10, 1896. Editor of PRINTERS' INK:

Editor of Printers' Ink:

I address you for your opinion on the subject of offering a prize for the best advertisement obtainable on my "Star" Ventilator.

Guaranteed Roofing Plates and "Spanish".

Tiles. My personal thought at this time is to offer a prize of \$50.00 for the best subject on each one of these items. I will very greatly appreciate any suggestions you will make.

Very truly yours,

Merchant & Co., incorporated,

C. Merchant, President.

The trouble with most advertising

The trouble with most advertising competitions is that the prizes are not sufficiently large to tempt ad writers of real ability. Too often the prizes announced are merely the regular prices that would be paid to any reputable ad writer, who therefore finds no inducement to enter the competition. Another fault is that the contest is often announced in daily newspapers and other publications which do not reach ad writers, instead of in journals which reach people competent to supply the advertiser's wants. A prize contest gives an advertiser a large diversity of matter and a wide latitude of selection which perhaps can be secured in no other way, and which is consequently worth paying for. larger the prize the greater will be the number of advertisements submitted from which to make a selection. Such a competition is a good thing occasionally, but like all good things it can be overdone.—[ED. P. I.

THE 53 New Mexico newspapers have a combined circulation of 22,000 copies each issue. One paper only is rated above 4,000.

THE theory that underlies the advertising of successful advertisers is always useful to those coming after them. PRINTERS' INK is always careful in interviewing advertisers, not only to let them tell what they have done, but why they have done it in that particular manner.

# 

on:::::::::::
American
Newspapers

is the

## American Newspaper Directory

It leads; others imitate.

It is accurate; others are inexact.

It is complete; others are but fragmentary.

It has a record of 28 years; others are novices by comparison.

It guarantees circulation ratings by a \$100 pledge; other directories give no guaranty whatever.

It costs \$5.00; the information it contains cannot be obtained elsewhere for \$500.

Delivered on receipt of price.

Geo. P. Rowell & Co., 10 Spruce St., New York

In the 23d week of the \$1,000 competition of the American Newspaper Directory, eleven advertisements were received, of which the one above reproduced was adjudged to be the best. This advertisement was written by W. H. Eastman, of East Sunner, Me., and appeared in Phillips (Me.) Phonograph of May 29th. It is reproduced exact size. The first advertisement in the competition appeared in PRINTERS' INK of January 22d. The last advertisement will appear in PRINTERS' INK of July 15th. No advertisement will be considered which reaches the editor of the American Newspaper Directory later than July 4th. The result of the competition will be announced in the issue of July 29d.

#### A POSTER VISION.

A dark green pine 'gainst a sea of yellow, A purple sun in a russet sky; A lake of orange, deep and mellow, A Thing in black with a scarlet tie.

A violet hill and Payne's Grey brooklet, An indigo cloud in a blue black night; An umber moon and a crimson spooklet Gibb'ring alone in the pale green light.

A maid with an arm like a broomstick slender, With just one foot in a wispy shoe, Draped in a shroud like a worn out fender, With face of a witless kangaroo.

A skeleton green in a desert kneeling, Bodyless faces stuck all in a row; All these and more to my slumbers come stealing

Night after night since the Poster Show.

#### PERSONAL TRADE-MARKS.

The primary function of a trade-mark is to indicate ownership and origin. Unless this is truthfully done, it becomes a means of fraud upon the public, and will not be protected. If a trade-mark is a personal one, designating a particular person and his repatation and skill, it cannot truthfully be used by any other person, and consequently cannot be assigned. Such is the statement of the Court of Civil Appeals of Texas, in the case of Mayer v. Flanagan, 34 S. W. Rep. 785, where it says that the brand or trademark "Magale's Monarch Whisky" was personal to the firm of a certain J. F. Magle, since it derived its value from the known skill, integrity and honesty of that firm in selecting good whisky and selling it without aduleration, and holds that trademark was not assignable to other parties independent of any sale of the business, to be used by different parties on different whisky selected by them.

One person cannot, by colorable artifice.

One person cannot, by colorable artifice, benefit by the trade reputation of another. Where, for instance, one man has long made ale at a place called "Stone," and has long branded his goods as "Stone Ale," another who should remove a like business to the same locality, simply for the purpose of marking his goods "Stone Ale," would be enjoined. Again, the good-will of a manufacturer will be protected from a competitor who simply buys from an indifferent third person, happening to have a name identical with said manufacturer, the privilege of us-

ing that name.
But the United States Circuit Court, which
makes these last statements, holds, in the
case of American Cereal Co. v. Ell Pettijohn Cereal Co., 72 Fed. Rep. 903, that
William A. Pettijohn and his assigns could
not, by extensively advertising the name
"Pettijohn," prevent Ell Pettijohn, who had
for nearly twenty years been making or selling the same product, from selling or manufacturing in any part of the United States
under the name "Eil Pettijohn."
This court also holds that a manufacturing

This court also holds that a manufacturing company, which, on account of the destruction of one of its mills, supplies the patronage of that mill with the product of its other mills located in other States, will not be protected in the use of a trade-mark which suggests that such mill is still in operation.—

Business Law.

THE merchant who momentarily withdraws his advertising artillery gives his competitor a splendid opportunity to enter the citadel of trade.

#### PUT IT IN WRITING.

In every commercial transaction involving any semblance to a contract it is always best to have a definite understanding between the parties, and, if possible, that understanding should be in black and white. He who borrows even \$5 should insist on giving a note therefor, and the lender ought not to refuse it. As far as possible, payments should be made in bank checks, and receipts invariably given and required. In extending credit it is especially necessary that a day of settlement should be fixed, and that the debtor, as well as his creditor, should understand that the designated day is to be a day of settlement. No one should enter the employ of another, nor should any one receive service, until the question of remuneration has been definitely decided. In business it does not do to take things for granted. People are very likely to form different ideas of the meaning of a verbal agreement, and any man's memory is treacherous at times. If men would only insist upon understanding the contracts between them as they were made there would be no necessity for appealing to the law for an interpretation. No one knows how much litigation, and loss, and dishonesty, and trouble, would be obviated if business people strictly adhered to the rule of undertaking no obligation.—Trade Magasine.

#### THE WISE BOY.

Citizen (to office boy in counting-room) your confounded paper had an outrageous attack on me this morning, and— Office Boy (briskly) - Yessir. How many copies will you have ?— 7it-Bits.

#### Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

WISCONSIN ACRICULTURIST,

WISCONSIN ACRICULTURIST,

MAIL TOPEKA, KANSAS

Circulation 7,600 guaranteed—larger circulation than any other Kansas weekly. For rates, etc., address C. Goo. Krogness, Marquette Bidg., Chicago, Ill., Western Agent.

4 YEARS 8 THOUSAND CIRCULATION.

THE MORNING UNION.

BRIDGEPORT, CONN.

# The Evening Journal,

JERSEY CITY, N. J.,

IS GETTING ON NICELY, THANK YOU.
So are its advertisers, They find it pays,

#### STAMPS FOR COLLECTIONS—Send for lists, E. T. PARKER, Bethiehem, Pa.

### Lynchburg NEWS (2,600 D. 4 S. It Leads Them All...

"The Daily Republican's" Circulation is from Four to Five liundred Copies more per day than any other Daily Paper published in Bucks County, Pa.

raper shottshed in Bucks County, Fa.
The publishers of Rowell's "American Newsaper Directory," in sending out the Directory or this year, say of The Dally REPUBLICAN, hat it has Higher Rating than any other "All Higher Rating than any other and the Buckshed in the County."
The medium for Advertisers, sure. Weekly edited the County of the Deput Market States and the States and th

REPUBLICAN PRINTING CO., DOYLESTOWN, PA.

#### OF MEN" "PISHERS

The shrewd advertiser who drops his into the Jackson, Tenn.,

#### .. WHIG ..

is sure of a good catch.
Only morning paper in a radius of
one hundred miles—a veritable Alexander Selkirk in its territory. Jackson is an upt-o-date city of 18,000
inhabitants without a clam or a
mummy. It is a manufacturing,
the trading mart of 39,000 people
of snap, push and cash.
The Wute is the key to the situation.
L. BROOK Proof: Jackson Tenny.

L. J. BROOKS, Prop'r, Jackson, Tenn. H. D. LA COSTE,

EASTEPN REPRESENTATIVE, 38 PARK ROW, N. Y

## DFFFAT **AWAITS**



the man who fights with old weapons!

Can the 1,800 impressions per hour of your competitor withstand the 3,000 of the "CENTURY" PONY?

Remember, the more jobs turned over in a day, the less will each cost!

#### Campbell Printing Press & Mfg. Co.

6 Madison Avenue, New York 334 Dearborn Street, Chicago

# ORTHS DRESSES NOINION FROM LONDON ENGLAND

MODERNIZED ADVERTISING SENT ONLY ON RECEIPT OF 5-2 CENTS STAMPS ADDRESS

BINNED CHICAGO

WORTH PARIS

## OPEN Thine Ears

to Sound Argument



A journal that reaches the best people in every city, town or village in the United States must possess merit as an advertising medium. To what extent we modestly ask

you to determine

Ask for Sample Copies and Rates. See what we are.

THE AMERICAN

Chicago.

Milwaukee.

Largest Net Paid Circulation of any Evening Paper in Jackson, Mich.—that's

# The Evening • Press

(Formerly The Evening Patriot.)

2,203 Daily.

The only Morning Paper in the City is

## The Patriot.

Daily, . 3,117 Sunday, 3,401 Twice-a-week, 3,046

Prices for space and copies of the paper of

H. D. La Coste 38 Park Row New York Eastern Advertising Manager 10 Cents a Copy.

\$1.00 a Year.

## GODEY'S MAGAZINE.

Godey's for June is the first one of the magazines to carry the colored insert of Ivory Soap. It is a beauty.

Godey's is improving so rapidly that other magazines will have to look to their laurels.—I he Fress, New York City.

> Guaranteed circulation for 1896, one million copies.

> > Send for rates.

#### THE GODEY COMPANY.

52 Lafayette Place, New York.

#### AT A LOW ESTIMATE

## **≥** 300,000 **≥**

## MOTHERS AND DAUGHTERS

Read every issue of

## THE HOUSEKEEPER

SEMI-MONTHLY. SISS TWENTY PAGES.

Can you not, through its columns, address such an audience with profit? . . . . Many others do.

The only domestic publication west of Ohio. It has a national circulation, but is especially strong in the West.

THE HOUSEKEEPER CORPORATION, Minneapolis, Minn.

CHICAGO:
BOYCE BUILDING.
W. J. Kennedy
in charge.

NEW YORK: 401-2-3 TEMPLE COURT. C. E. ELLIS, Special Representative. BOSTON: 64 FEDERAL ST. E. R. Graves in charge.

### When and Where

Advertise

The Time is

THE ...

# UNION GOSPEL NEWS

This undenominational paper, with its immense circulation, constantly proves its value as an

#### Advertising Medium

PUBLISHED EVERY THURSDAY

Write for Rates

THE UNION GOSPEL NEWS Cleveland, Ohio

# THE DES MOINES DAILY NEWS

It Coes to nearly every post-office in the great ..... lowa

SWORN AVERAGE CIRCULATION:

For	FEB., 1	896,			14,177
46	MARCH,	**			15,040
44	APRIL,	44			14,780
66	MAY.	66			15.038

SMALLEST NUMBER ISSUED ANY ONE DAY: In FEB., 1896, . . 13,580 " MARCH, " . . 14,680

" APRIL, " . . 14,680 " MAY, " . . 14,500

Through no other medium can advertisers reach the people of Iowa so well as by the use of the

#### DAILY NEWS, Des Moines, la.

EASTERN OFFICE:
Room 1227, American Tract Society Bidg.,
NEW YORK.

## Good Paper Good Ink Good Presswork,



Render the advertising pages of

Just as much care is taken with the advertising pages as with the illustrated and text pages.

## THE PETERSON MAGAZINE

Especially attractive.

That is one reason why advertisers appreciate and use the "Peterson Magazine." Another—the rate of \$80 per page an issue by the year.

The Peterson Company, 109 5th Ave.,

... NEW YORK.



IN THE TERRITORY

surrounding Quincy, Ill., as large as New York or Ohio, and embracing the most fertile parts of Illinois, Iowa and Missouri, there is a greater agricultural production than in any other territory of like extent in the country, and in this territory there is but one agricultural paper published. It is the

## FARMER'S CALL

16 Pages Weekly.

In a single month the

#### Dresbyterians

of Minnesota dedicated ten new church buildings,

#### All Paid For

This shows where prosperity and progress is during these hard times. The same evidences of growth are found in the other States of the North and Central West, in which

## Morth ..and.. West

is circulated among the rapidly increasing Presbyterian constituency,

#### Morth and West Publishing Co.

MINNEAPOLIS, MINN,

Is this the Advertising Office of the Christian Guide, published weekly at Louisville, Ky.?

A GO OF CONTROL OF GO

Yes, sir! Well, how about our change of copy for next issue?

Have you ordered it?

Yes; order went last night, will it be filled promptly? Yes, sir.

What kind of Advertising do you consider best adapted to our use, display or reading matter?

Display, as our artist says it is a splendid subject for illustrating and he can do excellent work.

All right, I thank you for giving it so much careful attention, and I am sure good results will follow.

.... GOOD BYE.

しゅうのうのうのうのうのうのい

Always address

H. C. HALL, Advtg. Mgr.,

22 Witherell Street,

DETROIT, MICH.

## **Between Grass Growing**

And Haymaking The farmer takes a look all around; he finds weak spots here and there; a rod of broken fence; the old harrow looks dubious; he said last year he'd surely have to replace that old rickety cider press this year; and at this point

## FARM NEWS

Helps him; it gives him information about the best farm methods, and implements, machinery, etc., and the tradesmen who supply them.

IS SUCH TRADE WORTH ATTRACTING TO YOURSELF?

#### THE HOSTERMAN PUBLISHING COMPANY,

150 Nassau St., New York.

SPRINGFIELD, OHIO.

...THE...

# ANACONDA

(MONTANA)

# **STANDARD**

12 PAGES—72 COLUMNS DAILY 16 PAGES—112 COLUMNS SUNDAY

Largest and best Daily newspaper between Chicago and San Francisco

Only newspaper in the West operating a train service of its own to facilitate distribution.

## Jonah's Gourd-Vine



Grew up in a night. It has taken years for

# THE STANDARD UNION

To become firmly rooted in the hearts of Brooklyn's best people. But it is there now and there to stay. Its advertisers come in for a big slice of the confidence the people have in the paper.

A Fair and Fearless Newspaper.

# THE DENVER POST

Needs only to be read by an advertiser; makes no difference whether you live in Denver or New York. A glance tells a story to thinking advertisers that prompts POST patronage. A sample copy and particulars cost nothing.

Always address

Or, J. E. VAN DOREN SPECIAL AGENCY, Tribune Bidg., N. Y.

THE POST,

Post Building, Denver, Colo.

## Do you want

to reach the householders of

## The National Capital?

If so, use the advertising columns of

## The Washington Evening Star



The Star is the one favorite family newspaper of that place. It is delivered regularly, by carriers, to

——o6<sup>2</sup>/<sub>3</sub>—

per cent of all the houses in the city occupied by white persons; and, considering the extent and superior quality of its circulation, its advertising rates are as low as those of any paper in the United States.



New York Representative,
L. R. HAMERSLY,
49 Potter Building.



This Sign is Never Used on advertisers

## In the ST. LOUIS STAR,

Even when a cyclone strikes them.

Here's how advertisers used the St. Louis afternoon papers

## During the month of May.

St. Louis Star, 1054 columns. Post-Dispatch, 1019 "
Chronicle, 825 "

For rates

Ask EIKER, You Know Him Tribune Building, New York.

To Reach The Best Class of Readers of Northern Ohio,

\*USE THE

# Cleveland Plain Dealer

.. and the ..

# **Evening Post.**



THE PLAIN DEALER has the largest morning circulation of any newspaper in Cleveland.

### PLAIN DEALER PUB. CO.,

C. E. KENNEDY, GENERAL MANAGER.

#### FOREIGN ADVERTISING DEPARTMENT,

C. J. BILLSON, Manager.

Tribune Building, NEW YORK. Chamber of Commerce, CHICAGO.

## Mail Order Advertisers

find their customers in the country only. In the city, people do not order by mail—they go to the nearest department store. In the country, the stores are small and prices are high. The temptation to patronize mail order houses for almost all the necessaries of life is constant, in the country.

Mail order advertisers will find the papers of the . . . . .

## Chicago ..Newspaper Union..

ready to your hand. By giving a single order, and furnishing a single electro, an ad will appear in .......

## 1450 Country Weeklies

in the Middle West, reaching a million families. All eager to buy by mail.

Send for Catalogue.

#### .. Chicago Newspaper Union..

10 Spruce St., New York, N.Y., or 87-93 S. Jefferson St., Chicago.

#### DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogues. Tell me your advertising troubles—perhaps I can lighten them.

#### ADVERTISING IN GENERAL.

In a recent issue of Newspaperdom considerable space is given to the discussion of directory ratings.

There is nothing in the editorial that throws any new or valuable light on the subject, but one point is raised that seems worth comment. Newspa- can Newspaper Directory. perdom publishes a table of the circutelligent, honest effort to get at the ex- make an exact statement himself. act circulation of newspapers. This is Geo. P. Rowell & Co. also publish ERS' INK, but that has nothing what- estimate is safe certainly. ever to do with my judgment on the directory question.

nearly ten years before I ever wrote a is perfectly easy to get a correct stateline for PRINTERS' INK. I know that ment of circulation. I also know as a it is harder to get an inflated rating publisher that it pays to have a good into the American Newspaper Directory rating in the American Newspaper Dithan it is to get it into any other news- rectory. I have had the book "pulled" paper directory. The other directories usually accept the publisher's statement that his circulation is so and so. They don't exact a detailed statement or anything that could be considered

evidence.

Every newspaper publisher knows, or ought to know, that he can get his exact circulation stated in the American Newspaper Directory in plain figures if he will make a statement that

would justify such a rating.

To illustrate the difference in directories, I know of one paper that is at either 40,000 or 50,000. Now, I circulation and base his operations on know, as a matter of fact, that the total that. edition of this paper is inside 6,500 copies per week. It could not secure newspaper field, in trade papers, class

an inflated rating in the American Newspaper Directory without making a detailed statement over the signature of the business manager or proprietor. This it will not do. The publisher prefers to refer to the other directories, and to say that he refused to furnish any statement whatever to the Ameri-

The advertiser can get valuable aslation ratings of New York City pa- sistance from a newspaper directory if pers, as given in a half dozen newspa- he will use the right one, and the right per directories, and says that the vari- one is the one that gives the lowest ations in these ratings "prove the in- ratings. There is no necessity and adequacy of their figures." I don't there is no sense in any newspaper pub-believe this is good reason. There is, lisher having his circulation stated at as a matter of fact, only one newspaless than it is. All he need do to get per directory that makes any really in- an exact statement in the book is to

The advertiser who bases his calcuthe American Newspaper Directory, lations on the lowest estimate of a pa-published by Geo. P. Rowell & Co. per's circulation is a good deal better off than the one who accepts a high es-PRINTERS' INK, and I write for PRINT- timate. The man who takes the low

I know how the American Newspaper Directory is compiled. I had experience with directories for from experience as a publisher that it on me fully fifty times when I was soliciting advertisements, and since then I have "pulled" it on a good many more than a hundred different newspaper representatives. I believe that it is ninety per cent correct, and I also believe that it overstates circulation oftener than it understates it.

The whole discussion about the ratings of newspapers is a very sad commentary on the morality and truthfulness of the newspaper publishers of America. It is the hardest work in the world for an advertiser to be sure rated in Ayer's Directory at, I think, of what he is buying. The only thing 40,000; in Lord & Thomas' at about he can do in most cases is to take the the same figure, and in Dauchy's book lowest estimate he can find of a paper's

This condition is the same in the

papers and magazines. It is astonish- knowledge before the public.

Among the few papers who make an adequate statement to their advertisers is the Indianapolis News. Its propositions and its contracts both state the exact circulation of the News and contain the clause that: "Payment for advertising space in these columns is conditioned on the truthfulness of these circulation claims."

In a recent letter from Mr. Julius Chambers (now one of the bright and particular stars in the New York Journals constellation, formerly manager of the New York Herald and the New York World) he says: "I agree fully with what you say regarding newspa-per advertising, and the right of the advertiser to know the circulation of the paper with which he proposes to deal." At the same time, when Mr. Chambers was managing editor of New York daily papers his papers did not make detailed statements to the newspaper directories. It was perhaps not in his province to see that this was done, but the fact illustrates another point in this circulation problem.

This point is the extreme carelessness that publishers show about this very vital part of their business. advertiser certainly has the right to know what he is buying, but he doesn't get the information one time in five. The advertising problem is difficult enough when you know the circulation of a paper; you still have to consider the character of its circulation, and its value in your particular case as com-

pared to its cost.

using any given publication, I take the lowest estimate of its circulation that I can figure at; then I figure its circulation against the cost. only way to be safe. than you figure on, so much the better. That means that your profits will be bigger than you expected they would be. That brings me back to my original point-go by the directory that gives the lowest ratings.

craze is a craze or whether posters are a really valuable addition to advertis-

first printed advertising that was ever

ing how few publishers are at all will- however, is not the only thing that the ing to have their real circulation proven. modern advertiser has to think of. He must decide whether he reaches the public more effectively by this method than by any other.

For my own part I can't seem to get up any great degree of enthusiasm for posters. I generally feel that I can get my story before more people more effectively by putting it in the newspapers or by sending it out in the form of circulars to individual addresses. By using the latter of these methods I can be absolutely sure that I am addressing certain people. I know exactly who has had my story. This is true in a measure of newspaper advertising. If I have reasonable assurance that a paper has a thousand circulation I am safe in estimating that through its columns I have reached five thousand of the inhabitants of the territory in which it is published—counting not five readers to the paper but five persons to each family.

Nobody can tell how much circulation a thousand posters will have. There is no way of even guessing at the number of people that will or will not see them. That is my principal objection to posters-there is no way of telling anything about the amount of publicity you buy when you buy

In an article in the Bill Poster, published in Chicago, Mr. R. G. Ball makes the following remarks:

really valuable addition to advertising a schemate for the control of the posting of the posting

posts, and not the mushroom growth of a

night.
The billposter of to-day conducts his busi-The biliposter of to-day conducts his business by methods equally as systematic as those of a banker. His word is as good—generally speaking—and his friendship as strong and warm. His business contracts are faithfully and honestly carried out; hence, the advertiser, whether he be a merchant, theatrical manager or circus proprietor, does not hesimanager or licus proprietor, does not hesimanager or licus proprietor, does not hesimanager or licus proprietor, does not her and the strong the strong

locations and the matter given into their charge to post.

But there is one thing in connection with billiposting and billiposters, however, that I should like very much to see come to pass, and that is a uniform price established for each sheet of paper posted. I have been renting bill-boards for the past twenty odd years, and it is a very unpleasant experience, after dealing with the billiposter of Smithville on just and equitable terms, to find the billiposter of the next town demanding such an inflated price for his boards that I am compelled to build new ones myself. I have to do this frequently to escape from the thilliposters of the next town demanding such an inflated price for his boards that I am compelled to build new ones myself. I have to do this frequently to escape from the thilliposters to not so much begiet to having new boards built, it takes much more of my time than I can spare. Why not have the billiposters themselves establish a regular rate—say so much per foot or so much per sheet?

Everybody would be better pleased, and all persons would know just what expense they would assume for every town in the country. This proposition should be seriously concharge to post

This proposition should be seriously considered.

#### \* \* RETAIL ADVERTISING.

Mr. J. Frank Mullen, who writes the advertisements of the California Furniture Manufacturing Company, of San Francisco, has sent me a number of his recent ads for criticism.

They are some of the best furniture ads that I have seen for some time. In typography they are exceedingly sim-In most of them there is merely an outlined cut at the top of the ad, followed with descriptive talk in old style pica, with sometimes a part of the ad set in nonpareil, and the signa-ture in eight-point De Vinne. They generally give definite information and prices, and are generally confined to the advertising of one particular piece of furniture. Two or three of them will give an idea of all.

Good-by to "straight-back" dining-room chairs !

People are not asked to be uncomfortable

People are not asked to be uncomfortable at meals for style's sake any more.

Dianing-room chairs are made for comfort along with style, nowadays.

They are handsomer, because they look comfortable—you cannot admire a chair that's hard to set in. Like picture-rich quartered oak, polished;

cane seat; strong, serviceable. Dining chairs, \$2.25. Arm chairs (to match), \$3.75.

CARPETS. Rugs. MATTINGS.

CALIFORNIA FURNITURE COMPANY (N. P. Cole & Co.) 117-123 GEARY STREET.

We Californians are not so far behind after

You paid \$30 for this Cheval mirror when we had to get it East. California makes it now, and \$12 buys it.

Same style, same wood, same finish, same glass, same everything except price-ridicu-

French plate mirror, 20x50; dainty hand-carving; well polished. Some oak, some maple, some mahogany finish

\$12, no bevel on mirror. \$15, beveled mirror.

CARPETS. Rugs. MATTINGS.

#### CALIFORNIA FURNITURE COMPANY (N. P. Cole & Co.)

117-123 GEARY STREET.

No, \$15 is not the lowest price you can buy a metal bed for. You can buy one for \$14 and \$11 and \$8.75—here is the place to stop. If you pay less than that you will waste your money.

This one has plenty of brass-knobs, collars and top rails-not skimpy brass, either; thick, heavy brass; hollow, of course (to make them

Curved foot-rails don't get in the way of the bed-clothes; heavy posts.

Made by Adams & Westlake; that means ade right. Sold by California Furniture Company; that means sold right.

White enamel and brass, \$15. Alumiuum finish and brass, \$16.50.

We have cheaper beds-not so good; we have costlier beds-no better; prettier, that's

> Rugs. CARPETS MATTINGS.

#### CALIFORNIA FURNITURE COMPANY (N. P. Cole & Co.)

117-123 GEARY STREET.

### Delft Furniture.

Furniture of ye olden tyme.

Ye most novel and ye most unique designs of ye present year.

of ye present year.

Ye frames of ye chairs and rockers are made of harde wood, and covered with a coatyng of snowy whiteness.

Ye place for sittynge down in ye chairs, and ye backs and arms, are made beautiful with hande-paintyngs of ye finest sorte.

There are different degrees of ye Delft furtimes are of we share and ye related and the state of the st

niture-some of ye chairs and ye rockers are with rush bottome—ye most comfortable and well-wearynge seatinge we know of. Ye center window is full of ye Delft furni-ture, and ye will find it a most pleasureful

sight to gaze upon.

Rugs. MATTINGS. CARPETS.

CALIFORNIA FURNITURE COMPANY (N. P. Cole & Co.)

117-123 GEARY STREET.

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CLARE, Mich., June 6, :896. Chas. Austin Bates, Printers' Ink, New York:

DEAR SIR-Inclosed find three ads clipped from recent issues of the Clare Sentinel.

My attention was called to them by the repeated mention of the name Muggins, which I heard at least twenty times division. heard at least twenty times during a stay of twenty-four hours here. An interview with the editor followed. He said: "The Dunlop advertisements have been a benefit to the paper. We frequently have calls for papers before they are printed for the avowed purpose of seeing what Muggins has to say." Dunlop says they pay, and I will say, as far as Clare is concerned, Muggins is a noted character. Yours truly, F. A. Jones.

That Irrepressible Muggins!

That Irrepressible Muggins?

Reddy—Hey! Muggins, I heard a pretty good story the other day.

Muggins—What about, Reddy?
Reddy—Oh, about a clergyman mounted on an aged, lank, raw-boned animal, who asked a dirty urchin the nearest road to Clare.

"Who be you, anyway?" asked the boy.

"I'm a follower of the Lord, my son, "replied the clergymac heard the clergymac.

"I'm a follower of the Lord, my son, "replied the clergymac heard the clergymac.

"I'm a follower of the Lord, my son, "replied the clergymac heard the Lord, my son, "replied the clergymac heard the Lord, my son, "replied the clergymac heard the large and the clergymac heard the large and large a

people." Old George ain't so green as he looks.
Reddy—Pity he hadn't caught you at your tricks; he'd broke you in two.
Muggins—Wouldn't left enough dry goods on me to make a pair o' pants for a hummin make a pair o' pants for a hummin munk. Say, Muggins, how's the pill trade? Pullin' much soda water, now? I used to sell soda water long before Duniop ever seen Clare. Had the first fountain in town. Made a bar'l o' money. I'm one o' the old pioneers, lam." "What did you do with your fountain, George?" "Oh, turned owith your fountain, George?" "Oh, turned and the seen Clare. Before the seen clare. The seen clare of the seen c

like to see 'em put the firin' irons to 'em.
Reddy-Stop your clack, and get into the laboratory and put things into shape; busy times ahead-Soldiers' Day, then Mat. Wixon's Circus next day and Washburn's Great Allied Shows, June 5th. Get a good stock of Plaster, Liniments, etc., ready.
Muggins-Poor dude. Pity you didn't have to work in the laboratory—that old Chamber o' Horrors. Muggins has to do all the work and take everybody's asse. Oh, dear' it sain't no puddin' this learnin' the drug Duislend.

#### DUNLOP, THE LIVE DRUGGIST. (Our Drugs are as Good as Our Soda.)

For my part I can see no value in this sort of advertising. The usual result must be that the user of such methods will make himself ridiculous. bad business to publish the picture,

People will probably read the matter he writes if it is occasionally funny, but I don't see how this reading will materially help his business.

Richards, a Twenty-third street dry goods man of New York, has sent me an advertisement which he says was refused by The Churchman, The Observer, The Independent and other papers on the ground that it was "vulgar," the objectionable feature in it being, I presume, the picture of a woman's combination suit of underwear, which the ad reads was "drawn from a living model," and represents exactly the way this underwear fits.

I don't for a moment question the right of a publisher to decline to insert any advertisement which he believes would be offensive to his readers, and it is probably quite likely that a picture of what is practically a nude woman would be offensive to many of the readers of religious papers. I think, readers of religious papers. possibly, the publishers are right in refusing to print this advertisement, but they are certainly wrong in qualifying it as "vulgar." I can't see anything essentially "vulgar" about the display of underwear, nor can I see that there is anything essentially reprehensible about the female figure. Of course there are people whose minds pervert everything that they see. If anybody is looking for indecency they will be sure to find it, for they can find it any place.

The worst meaning that Webster gives to the word "vulgar" is: lacking cultivation or refinement; rustic; boorish; also, offensive to good taste or refined feelings; low; coarse; me n; base. This doesn't apply to the picture in question. The picture is very well drawn. The pose of the figure is modest, and the picture is evidently used merely for the adequate display of merchandise and not because of any possible suggestiveness there may be in it. The picture is certainly not "vulgar."

I think the respective newspaper publishers would have been nearer right if they had said in declining the advertisement that they declined be-cause they had readers with minds so prone to indecent thoughts that they could not look upon a perfectly modest picture without perverting its meaning, and that for this reason it would be

#### READY-MADE ADS

[I] do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contri-butions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

For a Florist.

#### Dainty Sweet Peas

-are universal favorites with every one. Our showing of these beautiful blossoms is the largest and best in the city All colors. See us for Commencement Bou-quets, Wedding Flowers, etc That's where we excel most. Small prices.

For Hardware.

#### Don't Chase Your Shadow

Nor go fishing with poor tackle. You'll get poor results in either case. Take your leisure. Come in and carefully examine our stock of reels, rods, landing nets, hampers, lines and other fishing tackle. We make a business of selling "Tackle." We keep up with the times and down with the prices.

For a Shoe Dealer.

#### Sure Thing.

You can get just what you want in Tan and Black Oxfords and Shoes. Toes that are comfortable, yet up to date. Styles that are stylish. The handsomest Oxford that you ever saw. Stop and let me show you a few styles.

For Books and Stationery.

#### The Irresistible Logic

of high values and low prices appeals or high values and low prices appeals to all purchasers. To make the high values higher and the low prices lower is a problem ever being worked out in our store. Never were values higher or prices lower than at present. We are in the midst of a special sale this week. If you investigate—shop around—you'll find it will pay to do your buying here. What we say in the paper we do in the store. buying here.

For a Furniture Dealer.

#### For Hot Weather.

Have you a porch or veranda? If so, you may want a comfortable chair. See the pretty ROCKERS

we are showing at such low prices that you will wonder why you have gone without them so long. All styles and prices,

For a R. al Estate Broker.

#### The Best Securities

That can be obtained are those represented by first deeds of trust on real estate valued by conserv-ative parties. We can supply a limited number of "gilt edge" 6 per cent loans in amounts from \$500 to \$50,000, at par and accrued interest.

Drop a line for our booklet, "Concerning Loans and Invest-

For Boots and Shoes,

#### **ECHOES**

of last season's shoe sales fall very

sweetly upon our ears.

Those who purchased tan shoes of us then are coming back again this season, with kind words for the shoes we sold them.

Next season the echoes will be 1 leasanter than before, as no merchant ever offered as good a line of "Tans" for Ladies, Men and Children as we are showing for the summer

Trade with us and you'll hear the echoes.

For Millinery.

#### Our Bargain Day Is Every Day!

We are offering at the very lowest prices, panamas, leghorns and straw shapes. Also, ribbons, flowers and a full line of trimmed hats.

For a Bank.

#### The Advantages Of a Bank Account

are numerous. It is not to business men we are talking-they know all about itmen we are talking—they know all about it— but to salaried men and to women. There's convenience—the money always ready and out of reach of your own petty squandering, too. It is easy to spend small sums when you have a large sum in your pocket. We open accounts for as small an amount as \$1 and receive deposits from \$1 to \$4,000. In-terest paid on deposits. We have time to talk it over with you—any time you call. talk it over with you-any time you call.

For a Clothier.

#### That Crash Bicycle Suit

Is the thing to wear at present. Don't show the dust, and is as cool as they look. Prices begin at \$4.00. We have also a huge stock of sweaters. Stockings of every color and pattern. "Ballevery color and pattern. "Ball-bearing shoes" in all sizes, tan and black,



## It's a —— Terrible Thing

To keep shoveling out your cold cash for advertising you are in doubts about. : : : : : : There isn't a shadow of doubt about the pulling power of the

# Cleveland World

It begins to tell to the profit of its advertisers right away. : : Go into it and get over your doubts. : : : : : : : : :





## The New York Evening Post for Summer Resort Advertising

#### E. N. Anable

Westminster Hotel, New York

"All experienced hotel men know the value of the New York Evening Post. It is the favorite # paper of 25,000 people who have ample means, who travel, and patronize high-class hotels."

#### G. C. Howe

Windsor Hotel, Rouse's Point

"I've spent \$500 advertising the Windsor this season and it has paid well. The result of my advertising in the New York Post alone would cover the entire appropriation."

#### Printers' Ink

the national authority on Advertising

"The Evening Post has been, for several years, the best evening paper in America for Hotel Ading The Evening Post."

#### C. F. Wingate

on Summer Resort Advertising 'Art in Advertising

"Several single advertisements have brought back fifty times their cost, not to say anything of vertising. The advertiser who the great indirect results which will use but one evening paper \$ have followed. The largest rein New York City will, nine turns have come from The times in ten, act wisely in select- Evening Post, the Outlook, the Nation, the Churchman."

#### A Notable Record

of Summer Resort Advertising

"In four months, May, June, July and August, 1890, The Evening Post contained 77 columns: in the corresponding four months of 1895, 230 columns."

#### The Special Rate

for Summer Resort Advertising

A special rate of 10 cents a line, each time, is made for Summer Resort Advertisements inserted 26 times, every day or every other day.

"Many are called, But few are chosen."

# Syracuse Post = =

is the "chosen" representative of the good people of Central New York.

STRONG, VIGOROUS and CLEAN.

No doubtful advertising admitted to its columns. Guaranteed paid circulation exceeding & & & & & & &



Indorsed by the Colleges, Churches, Schools, Merchants, Doctors, Manufacturers and Business Men's Association. A A A A The Post sets the pace and heads the procession. A A A A

## A. FRANK RICHARDSON,

New York, Chicago.



# **Hard Drink**

Killed this man, even though he was a prominent temperance advocate. Hard times is equally as fatal to the establishments which don't advertise. The people go to known places to do what trading they desire. A good, appropriate card in our

## STREET · CARS

Will keep the buyers thinking of you constantly. : : : : Send for our list.

Geo. Kissam & Co., 253 Broadway, N. Y.



FISHING Is great sport, especially when you land your catch. Angling for customers to your establishment is also agreeable when you are successful. The best pole and line you can use is a card in our : : : : : : :

## STREET CARS

Properly baited with attractive offers it's sure to "catch on." We can furnish the cars, pole, line and bait.

GEO. KISSAM & CO., \$253 Broadway, N. Y.



## In Brooklyn

You will often observe this sort of thing it does not attract much attention or comment—but the advertising display on the

## BROOKLYN "L"

is so good and unavoidable that it is always noticed and commented favorably upon. Send for Folder.

Geo. Kissam & Co., 253 Broadway, N. Y. 35 Sands St., Bklyn.



## A Sorry Sight

As reflection will show. A face covered with pimples, blackheads and blotches is not an agreeable sight for yourself or others.

## CUTELIX

Will remove all facial blemishes and keep them away. Why not try a bottle? Your druggist has it or can get it. Price 25 cents.

## CUTELIX COMPANY,

253 BROADWAY, N.Y.



As the electric light displaces the tallow candle, so CUTELIX supersedes toilet soap in every family where it is tried.

PRICE 25 CENTS
At Druggists

CUTELIX CO.

253 Broadway, N. Y.

A writer in "Fame," for June, extols newspaper advertising and adds:

"But the next most valuable form of advertising, in proportion to its cost, is, in my belief, the cards in the "L" roads and surface cars. Like newspaper ads, they are unavoidable. It is impossible to get away from them. They are there, staring you in the face, mutely appealing to your intelligence all through your journey, and they have ample time to impress themselves on your memory, if they are attractive enough to do so."

## WELL!

We control the right surface cars and give the best service both in them and the Brooklyn "L."

GEO. KISSAM & CO.,

253 BROADWAY, N. Y.



Is a preparation originally prepared over eighty years ago from a prescription of a celebrated German physician. The formula is a secret that descended from father to son and is now owned by the

## CUTELIX CO.

253 Broadway, N. Y.

# THE PROOF OF THE PUDDING'S IN THE EATING



Does your advertising pay you?

Are you getting all the results your expenditure warrants?

If not, perhaps something is wrong with the service.

We know how to do the advertising, and to do it so that you will get results.

THE GEO. P. ROWELL ADVERTISING CO.

Established 1867.

10 SPRUCE STREET NEW YORK

